

The NATIONAL UNDERWRITER

Life Insurance Edition

Are you properly
emphasizing the
SAVINGS FEATURE
OF YOUR PLANT'S PAYROLL
SAVINGS PLAN?



WITH the war swinging into its tensest phase, now's the time to emphasize over and over again the *savings* feature of your Payroll Savings Plan. To press home to all your people the need of building up their savings—the need of building up their savings not only in wartime but also in the years directly after the war. To point out that a bond cashed before its full maturity is a bond killed before it has given its fullest service to its

owner—or to his country!

Buying War Bonds, holding War Bonds, and keeping wartime savings mounting—all are absolutely vital. But no one of these is enough by itself. The *savings habit* must be carried over into the years of reconstruction which will follow the war. For if, at war's end, we have 'flash-in-the-pan' spending, *everybody loses*. The spender loses, you lose, and the country loses! While a working public, convinced of

the value of continued, planned saving, is the soundest possible foundation for private enterprise of every sort.

We call these bonds War Bonds—and with their aid we will win this war at the earliest possible moment! But they're Peace Bonds, too—and, rightly used, they will win for their holders, *and for all of us*, a happy and prosperous place in the years of peace to come. **WAR BONDS to Have and to Hold.**

The Treasury Department acknowledges with appreciation the publication of this message by

The NATIONAL UNDERWRITER

★ **Let's All Back**
★ **the Attack...**
★ **with War Bonds!**

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

FRIDAY, MARCH 31, 1944



Assets increased \$24,043,000 to a total of \$330,872,000. This is a larger gain than in any previous year.

New insurance paid for totaled \$45,443,000. This volume of sales is only slightly smaller than in 1942 even though many of our field representatives are now in the armed forces.

Insurance in force increased \$20,509,000, which is more than in 1942.

Total insurance in force now exceeds three-quarters of a billion dollars, an all-time high.

Gross premium income exceeded \$30,000,000 for the first time — showing a gain of \$1,500,000 over 1942.

Surplus increased \$1,887,000 after material additions to voluntary extra reserves.

A new low record was achieved in insurance lapsed and surrendered. Only 2.4% of all insurance in force at the beginning of the year went off the books for any reason except death or maturity. In 1942 this ratio of termination was 3%.

THE PHOENIX MUTUAL REPORTS FOR 1943

(Excerpts from the Report of President A. M. Collens)

★ We are pleased to be able to report to policyholders that 1943 was a year of extensive participation by the company in the war effort of our country. It also was a year in which the results of our various business operations were highly satisfactory.

★ After allowing for maturities and replacement of prior issues, the increase in total holdings of United States Government Bonds during 1943 was \$24,179,000 — equal to the increase in assets for the year. The company now has \$95,348,000, or 29 per cent of its assets, invested in United States Government Bonds, with maturities spread through the years 1944 to 1972.

★ The significant and desirable trend in the persistency of our policies was accompanied by a marked decline in the amount of loans on policies. These facts clearly indicate that the policyholders have a heightened appreciation of the importance of maintaining the full value of their life insurance protection. In our opinion this is due in part to a realization of the extra hazard to individuals incident to war and in part to the long proven record of integrity of policy contracts under all conditions.

★ Notwithstanding an appreciable number of deaths among our policyholders in the armed forces, the mortality experience was very favorable and the gains from underwriting were larger than the preceding year. Expenses of all insurance and investment operations, other than taxes, were materially less than in 1942 and maintained the very favorable trend of recent years.

PHOENIX MUTUAL LIFE INSURANCE COMPANY of Hartford, Connecticut

Agents Seek Unified Insurance Statement on Social Security

N.A.L.U. Adopts Middle of Road Stand—Ask Company Parley

The smash hit of the N. A. L. U. national council meeting at Buffalo was the presentation of the social security issue by Judd C. Benson, Union Central, Cincinnati, national trustee and vice-chairman of the federal law and legislation committee. Mr. Benson was speaking in support of the decision reached the previous day by the trustees to seek a conference with American Life Convention and Life Presidents Association committees for the purpose of formulating a statement on social security that would reflect the considered judgment of the entire industry. It was a middle-of-the-road position that he was expressing and he covered the ground in such an enlightened and articulate fashion that when he had finished the group burst into prolonged applause and passed the motion that he was advocating.

The social security discussion had dominated the trustees' meeting during the morning, afternoon, and evening of the previous day.

Mr. Benson emphasized that, in presenting any viewpoint on social security, insurance people must speak as citizens and not as pleaders for a special cause. They are entitled and well equipped to speak because they have put into effect all the social security that is on a voluntary basis.

Coverage of Agents

In the matter of whether life insurance agents should be brought under the old age and survivors section of the law insurance interests cannot segregate themselves from the entire number of self-employed persons and independent contractors, estimated at 10 million. They are merely one sub-division of a large class and must take into account the entire class, he said.

The trustees, he said, are convinced that there is little likelihood of Congress acting on any social security measure during the current session, and it is not wise to dignify the Wagner-Murray-Dingell bill by criticising it in a prominent way. By the time of the annual meeting next September, it is hoped that as a result of cooperative study a clearer statement of position may be formulated on social security fundamentals that will represent the life insurance viewpoint for the benefit of the nation when and if expansion and changes in the system are being seriously considered.

Local association leaders should persuade their members to study the questions and state their views so that there can be developed a real sampling of the opinion of the field.

Social security, he declared, was born of the depression and of the increasingly industrialized economic system. To the extent that industry is willing to face the problem, government will let industry sustain the burden, Mr. Benson predicted. If industry does not provide social security then the people will get it elsewhere.

"The bet is checked to industry and to the insurance business. Insurance

(CONTINUED FROM PAGE 10)

Engelsman Hits Tendency to Over-Institutionalize

Ralph G. Engelsman, New York general agent for Penn Mutual Life, who is now on leave of absence with the Treasury Department as director of payroll savings, gave his impressions of how the public looks upon life insurance and the agents, in addressing the meeting of the general agents and managers section of the N. A. L. U. at the mid-year meeting in Buffalo. He said he is now able to register impressions that are held about the business in a somewhat detached way.

Mr. Engelsman expressed the belief that the insurance companies command the respect of the public but they are regarded as being in the same class as any commercial institution. Insurance agents are regarded as exceptionally adroit salesmen, always able to get a foot in the door against the most determined resistance.

Mr. Engelsman concluded that since the public does classify insurance companies along with other commercial institutions it would be wise for the insurance companies to emulate successful enterprises and modernize the training procedures and merchandising methods of the most successful present day commercial enterprises.

Hits Pension Trust Forms

Mr. Engelsman said the business should be on the alert to find out what the public thinks of the management and how the service can be improved. The companies should constantly seek to bring out new policies that are simple, understandable contracts serving particular purposes. He criticized the policies that are furnished under pension trust arrangements as not being the proper "merchandise" for payroll deduction plans. He said the companies could pay less commission on this business and could work out an arrangement whereby the contract could continue in force even with a fluctuation in the premium.

The life companies could engage in medical research that would increase the prestige of the business. Life underwriters associations can engage in community work so as to elevate themselves in the esteem of the public.

He expressed the belief that there is room for more individual company leadership and declared there is a tendency to over institutionalize the approach to problems. He said it is well to exchange information but there should be more competition between companies in providing services. There should be more competition in training methods. There should be more action and fewer words.

The morning and afternoon sessions were held with Steacy Webster, Provident Mutual, Pittsburgh, chairman of the section, presiding.

Ask Aid in Getting WAC's

An unscheduled appearance was made by Lt. Col. Charles W. Campbell, who in private life is ordinary manager for Prudential at Jacksonville. He is presently in charge of recruiting WAC's in the second service command and he announced that the life insurance managers and general agents are going to be asked to cooperate in this recruiting activity in the second command. The program of insurance cooperation in this work was devised by Lt. Col. Eric Johnson, who is agency vice-president of Penn Mutual Life, and Lt. Col. John F. Johns, an agency executive of Reliance Life.

General agents will be expected mainly to supervise and train volunteer speakers who will make recruiting talks.

Two of the scheduled speakers could not appear. Holgar J. Johnson, presi-

dent Institute of Life Insurance, was detained in New York by the illness of his wife and L. W. S. Chapman of the Research Bureau was laid up with the "flu."

The breach was neatly filled by B. N. Woodson, assistant manager of the Research Bureau, who not only delivered a regulation kingsize speech in the morning but then came back in the afternoon and gave a nominating presentation that he has perfected.

Lining Up Replacements

John C. Russell, John Hancock Mutual, Syracuse, told how he set about lining up replacements for his agency. He has employed a number of women and he feels it is wiser to employ intelligent young women than to become committed to older men of strictly stop gap caliber. The young women are alert in their work, he said, and they have little difficulty in passing the New York state examination.

Arthur P. Johnson, Great-West Life, Detroit, told an impressive story of how he has revitalized the men that remain in his agency. He had 22 men at the beginning of 1942 and lost five of them that year and that meant a loss of \$800,000 of sales. Mr. Johnson set about analyzing each man that remained in his agency. He sought to apprehend that man's capacity and how he might be stimulated. Mr. Johnson worked with each man individually and had some

(CONTINUED ON PAGE 10)

Claude Jones Is Chairman of N.A.L.U. Nominators

Claude C. Jones, general agent for Connecticut Mutual Life, Buffalo, was elected chairman of the 1944 nominating committee of the National Association of Life Underwriters following the appointment of the committee by the national council at its mid-year meeting at Buffalo.

The other members are John P. Costello, Southwestern Life, Dallas; R. Sclater Brown, Equitable Life of Iowa, Nashville; Charles E. Cleeton, Occidental Life, Los Angeles, and Harold S. Parsons, Travelers, Los Angeles.

The committee will prepare a slate of officers to be presented at the annual convention in Detroit the week of Sept. 11.

Although everyone had his ear to the ground for rumblings of National association politics there was very little heard on this score at Buffalo. It became known there that the Chicago supporters of Philip B. Hobbs were on the point of making a definite announcement of his candidacy for secretary. This, of course, has been expected, inasmuch as when Clancy D. Connell was elected by the trustees as secretary to fill the Hartshorn vacancy, with Mr. Hobbs ranking as the other main contender, it was taken for granted that the honors would probably go to Mr. Hobbs in 1944.

Due to the masterful presentation of the social security report by Judd C. Benson, Union Central, Cincinnati, there was the general feeling that he



Claude Jones

Detroit, Sept. 11 for N.A.L.U. Annual Parley

Trustees and National Council at Buffalo Take Important Action

By LEVERING CARTWRIGHT

The annual meeting of the National Association of Life Underwriters will be held at Detroit the week of Sept. 11, the trustees decided at the midyear meeting in Buffalo. The contest was between Detroit and Omaha. After hearing of the decision, the Nebraskans headed by C. E. Clinton, Aetna Life, sent a bouquet to the Detroit headquarters in charge of L. E. Malone, Sun Life of Canada.

The announcement was made the following day at the midyear meeting of the national council by Jul Baumann, Pacific Mutual, Houston, national trustee and chairman of the convention committee. Mr. Baumann went on immediately to New York City to further the convention plans.

The trustees and national council took positive action on a number of important questions. Approval was given for an appropriation of \$2,500 to make a survey of training and educational courses of individual life companies, of the military forces, of other industries as the first step looking towards the preparation of an institutional training course for agents in the middle ground between the elementary producer and the advanced practitioner. The National Education Association or some similar agency may be asked to conduct the survey. This project may lead to the employment of an educational director at N.A.L.U. headquarters.

Social Security Debate

C. H. Orr, National Life, Philadelphia, as chairman of the education committee, reported on this to the national council.

The longest and most spirited discussion at the trustees' meeting was on social security and the final decision, which was concurred in the next day by the national council, was to ask for conferences with American Life Convention

(CONTINUED ON PAGE 8)

should be started up the line towards the presidency but there was no hint that he would be put forward in a contest with Mr. Hobbs this year. It appeared at Buffalo that he had ven dibs for 1945.

There will be seven trustee vacancies to fill and those whose terms are expiring are all strong men. It is likely that practically all of them will come up for reelection. There were indications that Roy Ray Roberts, State Mutual general agent, Los Angeles, might not be a candidate for reelection. The Los Angeles people at Buffalo were saying that they have a candidate who is a personal producer and concerning whom announcement will be made later. It was an odd circumstance that two members of the nominating committee should come from Los Angeles. However, that gives California no unfair advantage, because that state is bound to be represented on the board and the Californians have no more of an objective than to get that one man.

Characteristics of a Good Agents' Compensation Plan Are Set Forth

To increase the proportion of well paid, satisfactory and satisfied agents to a level which will be the pride of life insurance is not so much a matter of contractual arrangement as of human relationships between the policyholder, the agent and management, Richard C. Guest declared in discussing "Management and Compensation" at the annual meeting of the New York State Managers Association in Saratoga Springs. Mr. Guest, vice-president and actuary of State Mutual Life, is chairman of the committee on agents' compensation of the Sales Research Bureau. A good plan of remuneration is only a part of the job, he said.

Mr. Guest summarized the thinking of the compensation committee on what characteristics should be included in a good compensation plan. In his introduction, however, he pointed out certain general conclusions. A blanket increase in commission rates will not correct inadequate earnings nor eliminate the marginal agent but will continue the original conditions at a higher level of cost, he declared. The committee believes it unfair to increase the distribution cost without having exhausted every avenue of effort to increase agent's earnings by increased efficiency and management.

Agent's Functions Not Routine

He pointed out that the percentage of failures is low and the average level of agents' earnings is high in weekly premium companies which provide specific plans for a full day's work and which maintain the discipline necessary to see that the work is done. The need for carefully directed leadership likewise exists in the ordinary company, he said. However, the functions of the agent in the ordinary company are not routine, hence the organization and execution of direction is extremely involved. He said that the tremendous development of life insurance in the U. S. is a lasting monument to the efforts of the best brains in the industry in studying the human side of agency direction. Yet, certain inherent weaknesses are apparent, such as instability of income, little provision for old age, and low average income.

The thinking of the compensation committee revolves around 10 topics, the established agent, the veteran agent, retirement provision, death or disability in service, vesting pension rights, vesting renewals, simplicity of plan, elimination of the unfit, and dependence upon general agent or manager.

The new agent, he said, should be selected with great care, and should be received in an atmosphere of sincerity and honesty. He should first be taught the "feel" of the business and then as much else as will enable him to keep his chin up and work himself into the business with the aid of understanding but firm direction, without acquiring a millstone of debt or the equally depressing exhaustion of his own resources. If he fails, he should not be degraded by continuance under the contract where he is neither a satisfaction to himself nor an ornament to the business, Mr. Guest said.

Debt May Discourage Successful Agent

The new agent can be inducted by advances against commissions or by salary. The committee, Mr. Guest said, believes that for the successful agent a debt existing after he is under way may have a serious effect upon his mental state. In addition, anticipation of that possibility is a serious handicap in attracting the right kind of men into the business, he said. Temporary guaranteed income plans are being experimented with as a more direct approach to the problem. For the successful agent, the cost is written off immediately under these plans whereas under the advance plan it re-

mains for years as an indebtedness to be deducted ultimately from future earnings. There is a growing feeling in the industry that the most direct way of approaching a problem is to use a guaranteed income to the new agent, he said. This would not, it is believed, necessarily entail a higher over-all cost of induction because less speculation on new men can be expected along with more



RICHARD C. GUEST

alertness in handling. Mathematically on a specific individual who is a complete failure, the loss is equivalent under either plan.

The general agent must bear his share of the cost of guaranteed income to new agents if the "venture element" and the justification for proprietorship interest in the agency is not to be eliminated, Mr. Guest continued. The non-success of many salary experiments in the past may be due to a misunderstanding of the true cost involved in the advance system wherein so many of the costs are intangible or deferred so as to prevent their proper appraisal, he said. The commit-

tee agrees, he said, that guaranteed incomes to new agents are not a cure-all. During the induction period the agent must be compensated in one way or another and whether management gets results commensurate with the outlay is largely independent of what the outlay is called.

STABILITY OF INCOME

In return for continued adequate production and other valuable considerations, the established agent should receive stability of income, increasing earnings as his business increases, and a reward for persistent business commensurate with its value, Mr. Guest continued. Stability of income is particularly difficult to obtain in the early years and the late years under contract because of the violently fluctuating first year commissions and the difficulty of agent continuing the production level as he devotes more time to old policyholders in the later years. Income can be leveled out to some extent in the early years by reducing first year commissions and paying equivalent increased renewals in second and third years, and can be stabilized in the later years by persistency awards beyond the renewal period.

Mr. Guest said that the veteran agent, still active, whose physical condition is declining prior to the time when he wants to retire and who is devoting more and more time to policyholders, should have every consideration and be compensated for an undue decline in his income. If compensation is continued beyond the renewal period, the committee thinks it should not be transferable unless the agent is considered to receive commissions only for the first year and a service salary in place of renewals thereafter, Mr. Guest commented. Industrial companies are using the method successfully but Mr. Guest doubts that the industry as a whole is ready for such a drastic change which would mean an almost complete shift to the manager basis. He pointed out that the New York law governs commissions and observed that in recent years compensation plans for remuneration beyond

the renewal period have been designed within the existing New York limits.

Retirement income should be adequate, he said, since nothing is quite so bad for public relations as dissatisfied and disillusioned old men who because of the very nature of their business, have an extremely wide circle of friends. Where pensions are provided, the committee believes the trend is toward the early vesting of the company's contributions in the form of paid up annuities, and the committee believes that the method of determining the amount of pension credit by the company should give strong preference to the man who has put persistent business on the books.

The agent who dies in active service should have an adequate death benefit in the form of group insurance or of commissions vested upon death, or a combination of both. Mr. Guest said there is a real advantage in continuing the vesting of deferred first year commissions and renewal commissions because it preserved equity between individual agents as it can be done by no other means. The companies are cautious in undertaking contractually the payment of disability benefits, which is justifiable since they will not consider income disability on policyholders.

Pension contributions should be vested in the form of paid up annuities as early as possible, he said.

Vesting of Renewals

Vesting should be limited to those early renewals which may be considered deferred selling commissions, he continued. The illustrative scale of the committee which vests the first two larger renewals has a three-fold effect: It tends to build up an early income to protect and liquidate quickly any debt; it provides a more adequate although temporary income on termination of service, and it is consistent with the basic principle of a deferred selling commission, better reward for better persistency, and continued substantial reward while the habit of premium paying is being inculcated. Guaranteeing of income to new agents should not place a strait jacket on the plan of compensating the established agent, he said. The New York law now permits a redistribution of commission cost by using the dollars which might be paid to terminating agents to increase the income to continuing agents during their active life time and to provide for their old age.

The compensation plan should be simple, easy to understand, frankly explained and conservatively illustrated.

Compensation plans should aid in the elimination of the unfit, he went on. Adoption of guaranteed income during the apprentice period means that the problem of elimination which has sometimes been handled half-heartedly in the past, should be handled much more vigorously in the future.

The last point Mr. Guest made was that the general agent or manager should profit handsomely from the success of his men, but not profit from their failure. Successful managers long have recognized that the so-called profit from reversions is a snare and a delusion. Conflict between the general agent's financial interest and general company aims should not exist.

The traditional general agency relationship depends for its driving power upon its very independence, Mr. Guest concluded. Stability and protection to the agents does not smack of independence and is sound only if management is such as to make it work. The more a compensation plan leans toward the salary concept, the heavier becomes management's obligation to see that the policyholder is well served under that arrangement.

Buffalo Sales Congress Is Climax to N.A.L.U. Parley

The Buffalo sales congress Saturday morning and afternoon drew a crowd of about 700, attracted by the exceptional speaking talent that had been gotten together for the occasion. President H. A. Hedges of the National Association of Life Underwriters led off with a rousing talk on National association affairs and closing with some selling suggestions which he is particularly adept at conveying and which are always highly appreciated.

John P. Costello, Southwestern Life, Dallas, president Texas State Association of Life Underwriters, brought down the house with his Billy Sunday type of presentation. He had developed some new gymnastic stunts since he enlivened the stage at the Pittsburgh N.A.L.U. convention last fall. Then Isaac S. Kibrick, New York Life, Boston, took the Buffalo crowd with the same sensational success that he has taken hundreds of life insurance audiences throughout the country.

Grant Taggart, California-Western States Life, Cowley, Wyo., was unable to appear because while he was enroute to the convention he was notified of the

death of his brother at Cody, Wyo. The Buffalo group got an excellent substitute in the person of Fred H. White, half million dollar producer for Connecticut Mutual Life, and a young man who is just about to be plucked from civilian life. He gave a very sincere, straightforward account of his successful prospecting methods. Mr. White floundered about in the business for some time before he got a system that worked for him and his accomplishments are impressive.

He starts out by asking friends and clients for names that can be listed for direct mail circularization from Hartford. He emphasizes that the mail is addressed from Hartford, the replies are sent there, no mention of the agent or of the "center of influence" is made.

Gets Good Cooperation

He said the friend is usually glad to cooperate and Mr. White asks: "If some one of these fellows does happen to reply to this letter and then I call on him and he seems rather interested in what I have to offer would you have

(CONTINUED ON PAGE 11)

N. Y. Allows Lower Assumption on Pension Trust Cases

More Conservative Basis Allows for Possibility of Worse Experience

NEW YORK—Because of the possibility that pension trust business may show a different and perhaps less favorable experience than the general run of a company's business, the New York department has approved the principle of using a lower interest assumption for reserves on this class of business. At least one company is issuing pension trust contracts on a 2½% basis while its other contracts are on the 3% formula.

Thus, this company has two forms of income endowment policies, each having different schedules of rates and cash values. This is the type of contract in which the cash value exceeds the face amount before the policy reaches maturity and the death benefit is the face amount or the cash value, whichever is higher.

Investing Money the Problem

The company's contention for a lower interest assumption on pension trust business was that these cases involve the high cash value type of contracts, that premiums come in in such large amounts that the difficulty of earning 3% or even close to it is materially greater than where small amounts are involved, that discontinuance of a plan might involve large-scale withdrawals of cash values and that consequently there is need for more liquidity in investments, which in turn mean lower interest returns. Naturally, any inequity as between the 2½% and the 3% policyholders can be corrected in the dividend formula.

Not all factors in pension trust business are unfavorable as compared with the usual type of business. For example, it may be argued that when a company takes a large number of employees in a single case there is less chance of adverse selection and hence mortality should be better. Also, some companies pay lower commissions on pension trust business than when the same policy is written on an isolated individual. Another favorable feature of pension trusts is that the premiums are all paid by a single source.

Fear Trust Complications

However, some lawyers have wondered whether this simplification in collection of premiums may not be more than offset by the added complications due to the trust angle. Since a trust agreement is involved there is the possibility that every time a change is made in a policy it will be necessary to consult the trust agreement's provisions to make sure that nothing is being done that is in violation of any provision.

Crane Heads N. W. Mutual General Agents Association

E. A. Crane of Indianapolis, N.A.L.U. trustee, has been elected president of the General Agents Association of Northwestern Mutual Life, succeeding Herbert L. Smith, Harrisburg. James Copeland, Davenport, Ia., succeeds Roger Clark, Pittsburgh, as secretary-treasurer. The new vice-presidents are Roger Baldwin, Washington, D. C., zone 1; Charles H. Eckert, Detroit, zone 2, and Sam Erickson, Mankato, Minn., zone 3.

Life Insurance Manpower Down 27% from Jan. 1, '40

NEW YORK—The Institute of Life Insurance reports that there are 48,100 fewer men employed in the life business than in prewar days, a decrease of 27%. There are an estimated 129,800 compared with 177,900, Jan. 1, 1940. Military service and merchant marine have taken 30,280 and civilian government service or war production have taken 12,300.

Offices have made a minimum of replacements, most of those being with women employees. The total women employed in the business increased from 68,100 in 1940 to 81,000, Jan. 1. By Jan. 1, 2,100 women had entered military service and 5,310 were in civilian government service or war industries. Total men and women employed in full time in life insurance Jan. 1, have been reduced to 210,800 from the 1940 total of 246,000.

The most noteworthy changes in personnel, the report finds, have been in the sales forces. Industrial agents have decreased 31% since 1940 and full time ordinary decreased 27%. Women have come into the agency work in material numbers. In ordinary insurance field work they have increased 15%; industrial which had no women agents before the war now has 3,300.

Attacks Ill. Licensing Act

The suit of Graeme Smith, Chicago broker, to compel the Illinois insurance department to renew his license was orally heard by Circuit Judge Miner. R. J. Hilliard, Smith's attorney charged that the agents and brokers licensing act is unconstitutional because it does not provide for subpoenas or depositions of witnesses. Judge Miner halted arguments and asked for briefs, which are to be filed within 20 days.

Life Advertisers Regional Meetings

Eastern Round Table at Roanoke and North Central Group at Chicago

Bart Leiper, Provident Life & Accident, and president of the Life Advertisers Association, announces that the Southern Round Table meeting will be held May 18-19 at the Roanoke Hotel, Roanoke, Va. James Adams, Liberty National, will be chairman and Henry Thomas, Shenandoah, will have charge of the local arrangements. The North Central Round Table will take place in Chicago July 10-11 at the Edgewater Beach Hotel and the annual meeting will be held in New York City some time after Oct. 15.

He said that a recent report of the U. S. Chamber of Commerce showed that 44% of the population of this country does not carry life insurance and pointed out the field that is still to be plowed by the life insurance business.

Pink Leaves OPA Post

NEW YORK—L. H. Pink, former New York insurance superintendent, now president of Associated Hospital Service of New York, has resigned as area rent control director of the OPA, effective April 1, after serving for five months.

Watson Is Supervising Assistant

Edward A. Watson, who entered life insurance in 1936 after experience in sales and advertising promotion, has been appointed supervising assistant of the Ives & Myrick agency of Mutual Life of New York in New York City.

Life Advertisers Discuss War Time Effect on Business

Subject Is Tackled by the Practical Men in the Special Field

NEW YORK—At the second day's meeting of the Eastern Round Table of the Life Advertisers Association Roger Bourland, director of sales promotion of Mutual Life, commented on wartime advertising, cautioned against the use of superlatives and sensational claims of winning the war and preventing inflation. He demonstrated his point in a unique way. A voice, that of "G. I. Joe," interrupted his reading of several "ads" in national magazines containing fantastic statements on how their products were winning the war by asking in a derisive tone "How many Nazis did you kill?" Mr. Bourland said "Advertising in wartime is no different than advertising in peace time. We can't win the war on paper. We can't contribute to its end better than telling the old, old story over and over again."

The subject of preparing for peace was tackled from several angles. A. H. Motley, publisher, "American Magazine," gave a vigorous talk on the responsibility of the second line front preparing for the day when the war is over. He said that in his opinion the postwar market will depend upon the postwar income.

Should Assimilate Agents Gradually

G. H. Kelley, New York Life, pointed out that the companies are not going to have their agents return to them in a body when the war is over. They will come back one by one, in fact, he said a few are returning now, and plans should be made to put each man back to work when he returns and not wait until there is the required number for a school.

A panel on wartime advertising was conducted by D. J. Murphey, Metropolitan, which developed the general opinion that the companies are continuing their advertising in a sane, constructive way designed to point out that life insurance is a means of saving and protection. C. Sumner Davis, Provident Mutual, observed that the standard of attractiveness of all type of advertising should be kept up and that the necessary cutting in use of paper, color, etc., should be applied generally and not to individual items, at the expense of the agent, whose product is and will always be ample to meet the demand for it. Other participants in the panel were D. W. Tibbott, New England Mutual; R. L. Barbour, Mutual Life of N. Y.; Margaret Divver, John Hancock; N. A. White, Provident Mutual; Richard Rhodebeck, vice-president, U. S. Life; S. M. Gamble, Massachusetts Mutual; A. H. Reddall, Equitable Society, and Irving Davis, Guardian Life.

Traces Knowledge of a Product

Howard Korman, sales promotion manager McCann-Erickson, in a brief illustration traced the knowledge of a product from 100% on the part of the president down to 40% on the part of the salesman and 7% on the part of the dealer. It reaches the vanishing point with the consumer.

R. L. Tatnall, Penn Mutual Life, gave an illustrated talk on the technique for promoting advertising. He said that the advertising manager does not always have a complete understanding of the problems of the average agent in the

(CONTINUED ON PAGE 10)

"The Time Is Now!"

From an Information Bulletin of the Bureau of Naval Personnel, U. S. Navy, speaking of National Service Life Insurance for the armed forces:—

"Why should he take insurance? . . . The answer to this one isn't found at a lecture. In fact, the answer is never completely understood until the man himself comes up against dat ol' debbil, Battle.

"Evidence of this can be found in the hundreds of cases of men tripping over one another to find the insurance officer after returning from one or two combat engagements. Sometimes they don't even wait to get back. The men at Bataan, thousands of them, radioed in.

"Men coming off a motor-torpedo-boat assignment in the Canal Zone not only raised their ownership quota to 100%—each man in the squadron signed for a \$10,000 policy."

(*That is what in our business we call motivation. If every full-time life insurance underwriter would consider himself a part-time aide to getting the men and women of our armed forces signing up for National Service Life Insurance, he could be helpful to our country. Suggestion: clip out the above "quote" and mail it to a soldier or sailor you know.)

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Equitable Loses Income Tax Case

WASHINGTON—The U. S. Supreme Court Monday upheld the decisions of the Tax Court and Circuit Court of Appeals that excess interest dividends on supplementary contracts not involving life contingencies paid in 1933 by Equitable Society were not deductible from its gross income for that year.

The court held such payments are not "interest" on the basis of facts before it. However, the court concluded:

"Appropriate findings of fact might well bring such payments within the meaning of 'interest,' as for example, a finding that their declaration was the basis on which new contractual engagements were made. But such is not this case."

The opinion said the court "can not say as a matter of law that the excess interest dividends" fall within the category of interest. It points out that "they appear to be amounts which may be declared or withheld at the pleasure of the board of directors." Payments made wholly at the discretion of the

company, said the decision, "have a degree of contingency which the notion of 'interest' ordinarily lacks."

General Agents' Gathering

General agents of Lincoln National in central west territory held a regional business conference with home office men in Chicago for two days this week. President A. J. McAndless was on from Fort Wayne, accompanied by A. L. Dern, vice-president and agency director; Cecil F. Cross, vice-president and agency manager; J. J. Klingenberg, secretary of agencies, and W. T. Plogsterth, director of field service. An informal dinner was held the first night.

Unionization Voted Down

Industrial agents of John Hancock Mutual Life in the San Francisco area voted down a proposal to become affiliated with the United Office & Professional Workers, CIO, at a special election sponsored by the National Labor Relations Board. Recently the Metropolitan group voted against affiliation. Prudential agents are now the only group unionized in the San Francisco territory.

New States Rights Insurance Bill Is Introduced

WASHINGTON—A new bill to "express the intent of the Congress with reference to the regulation of the business of insurance," H. R. 4444, has been introduced by Rep. Anderson, New Mexico, with the purpose of making sure there is some sort of regulation of the industry.

Mr. Anderson, who has been in the insurance business in his state, sees the possibility that the Supreme Court may decide in the Southeastern Underwriters case or the Polish National Alliance case that insurance is commerce.

Under such circumstances, he said, "it would be desirable to get in early with legislation clearly expressing the fact that regulation of insurance matters rests with the states unless there is absence of regulation by states."

"All the testimony in behalf of the insurance business has been that they want regulation by states," Mr. Anderson said.

He explained that under his bill the states would have regulation of commissions, licensing and other matters, except that if the state does not require submission of rates, if it has no control over rates, then the immunity offered from the anti-trust laws shall not apply.

Must Now Pass Test to Qualify for Minn. License

MINNEAPOLIS—Under an order issued by Commissioner Johnson, applicants for insurance agents' licenses in Minnesota hereafter must pass a written examination as to their qualifications. Commissioner Johnson made the announcement at the midyear meeting of the Minnesota Association of Insurance Agents.

The order is effective at once but for the present will apply only to new applicants. Companies are being so notified. Agents who now hold licenses will get their renewals as usual June 1 but within a reasonable time and not later than June 1, 1945, they, too, must take an examination.

Seven Agents to Take Part in Chicago Congress

Seven outstanding agents, five from Chicago, will feature the program at the sales congress sponsored by the Chicago Association of Life Underwriters April 22. The Chicagoans taking part, who will discuss "Tested Methods of Attack," will be A. W. Trebilcock, agency director New York Life; J. G. Carmen, Prudential; R. C. Whitney, Connecticut Mutual; Harold Baird, Metropolitan, and H. R. Schultz, Mutual of N. Y.

The two agents from out of the city will be Corinne V. Loomis, Boston, associate general agent John Hancock, who will talk on "Consistency Wins" in the morning session, and A. J. Os-theimer, 3rd, agent of Northwestern Mutual in Philadelphia, and chairman of the Million Dollar Round Table, who will talk on "Reinforcements."

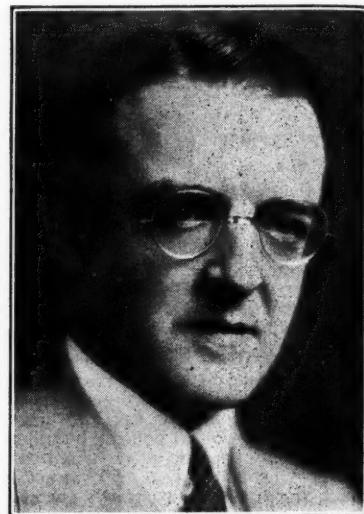
More Okla. 4% Tax Suits

OKLAHOMA CITY—Additional suits challenging validity of the 4% premium tax law and asking return of taxes paid under protest have been filed by Kansas City Life and Business Men's Assurance. Similar suits were filed recently by General American Life, Standard Accident and Lincoln National Life.

A test case brought by Great Northern Life was argued before the U. S.

Hobbs Formally Is Put Forward for N.A.L.U. Secretary

The Chicago Association of Life Underwriters has endorsed Philip B. Hobbs as candidate for secretary of the National Association of Life Under-



PHILIP B. HOBBS

writers, it is announced by James H. Brennan, Fidelity Mutual, national committeeman.

Mr. Hobbs has had an outstanding record of service in Chicago. He was national committeeman nine years, and has been national trustee for the past three years.

Mr. Hobbs has received unanimous endorsement from downstate Illinois. He served as president of the Illinois state association in 1938-39.

Impetus was given to the movement to elect Mr. Hobbs by the group of Chicagoans who attended the N.A.L.U. meeting at Buffalo.

Included in the group besides Mr. Brennan were John D. Moynahan, Metropolitan Life, vice-president Chicago association; George Huth, Provident Mutual, treasurer; A. E. McKeough, Occidental Life, Illinois state committeeman; Robert R. Reno, Jr., Equitable Society, and Robert W. De Pau, Jr., Prudential, directors; Life Agency Managers of Chicago, Byron C. Howes, Berkshire Life, vice-chairman, and John M. Caffrey, John Hancock, a member of the executive committee.

Hoskins Chairman A.L.C. Committee on Aviation

James E. Hoskins, assistant actuary of the life insurance division of Travelers, has been appointed chairman of the aviation committee of the American Life Convention. He has served as chairman of the aviation committee of the Actuarial Society of America since 1930.

Mr. Hoskins has in the past been a member of the advisory board of the Bureau of Air Commerce, the aviation committee of the National Association of State Aviation Officials and the insurance committee of the National Aeronautic Association.

A.L.C. aviation committee, of which Mr. Hoskins is now chairman, includes F. D. MacCharles, Great-West Life; William Breiby, Pacific Mutual; Bernhard Werkenthin, Galveston; W. Ralph Jones, National Fidelity, and Pearce Shepherd, Prudential.

Supreme Court several weeks ago but has not been decided as yet.

PENSION TRUST (cont.)

GROUP UNDERWRITING



Occidental underwrites *all* its Pension Trust cases of 25 lives or more on a Group basis. Why?

Every employer: Wants to avoid lost time in plant operations.

Every employee: Wants to have insurance—regardless of insurability.

Every agent: Wants to install the case with a minimum of work.*

*Occidental Home Office aid includes specially prepared proposals, one-year Term computations and administration manual.

Occidental Life

INSURANCE COMPANY OF CALIFORNIA

HOME OFFICE • LOS ANGELES

V. H. Jenkins, Vice-President

"We pay lifetime renewals—they last as long as you do"

For **THE BOSS** only—



Have you worked hard all your life to build a business that is *yours*, lock, stock and barrel?

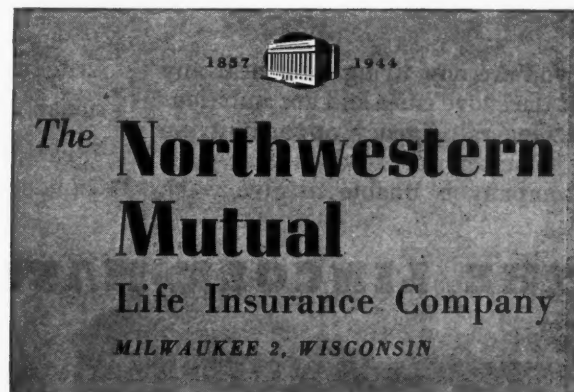
Have you puzzled and planned and worn yourself ragged to make a certain dream you had as a boy, come true?

How about that business and that dream? What's going to happen to it if something should happen to you? Are things fixed to keep it going?

Are the people who kept dinner in the oven for you . . . who saw that the clothes you bought lasted twice as long . . . who called you "Dad" with real hero-worship in their eyes: your wife and your children—are they protected against the inevitable shrinkage your loss would mean to the value that *you* put into *your* business?

These questions and many like them are answered every day by agents of the Northwestern Mutual—answered in a most practical way: with a common-sense, economical life insurance plan for providing enough *cash*, or income, or both, to protect your business and the people who depend on it.

Another thing to remember is the difference between life insurance companies—a difference readily apparent to any business man who cares to examine the record. See your Northwestern Mutual agent for the facts.



ONE OF THE EXPANDING MARKETS OF THE DAY IS BUSINESS LIFE INSURANCE. THE NORTHWESTERN MUTUAL IS CONDUCTING A SPECIAL BUSINESS INSURANCE CAMPAIGN IN FORTUNE AND NATION'S BUSINESS MAGAZINES, DIRECTED TO THESE MARKETS. AGENTS ARE ALSO FURNISHED WITH A PERSONALIZED, CULTIVATING PROGRAM FOR PROSPECTS IN THE STOCK PURCHASE, KEYMAN, PARTNERSHIP, AND SOLE PROPRIETOR FIELDS.

Newsprint Shortage Hampers Printing of Statement 'Ads'

NEW YORK—The newsprint shortage has hampered the publication of annual statement advertisements of many companies. In ordinary times the newspapers are delighted to sell as much space as an advertiser wants to buy but this year many of the dailies have had to delay publication and ask customers to take less space. In the case of one of the largest companies the "New York Times" had to hold off publication for 10 days and even then was able to give only 560 agate lines of space, considerably smaller than the amount the company wanted.

The requests of many papers that advertisers use less space and put their messages into smaller type has created a problem for insurance companies with their annual statements. In order to get into even a large space the amount of text and tabular matter that an annual statement advertisement usually includes it is necessary to hold the type sizes to modest dimensions. To reduce the size still further makes for

difficulty in reading. Also, "fine type" is something which insurance people would just as soon not have coupled in the public mind with insurance. Advertisements might defeat their goodwill building function if readers were to get the idea that the copy was being made purposely hard to read because the advertisers would just as soon that it was not read too closely.

Some companies have had to recast their annual statement advertising, condensing the text where possible and making sure that the type used combines attractiveness with the highest degree of legibility. Since the annual statement advertising is ordinarily a condensed statement dealing with the entire year's operations it is naturally difficult to compress it still further.

Life-Trust Council to Meet

The Chicago Life Insurance & Trust Council at its monthly meeting April 5 will stage a one-act play and hold a round table conference on modern estate planning and problems. Taking part in the sketch will be B. M. Becker, attorney with Levinson, Becker, Peebles & Swiren; H. K. Nickell, Connecticut General; J. L. Chapman, trust officer City National Bank & Trust Co., and J. M. Easton, second vice-president

Sun Life Removes Differential Due to Income Disability

Sun Life of Canada as of April 1 has removed the differential in dividends payable on policies containing and not containing the income disability clause. This action, which was ascribed to improved experience on disability, appears to have been taken both on Canadian and U. S. business. So far as is known no American life companies have removed this differential.

Sun Life imposed the differential in 1935, it being a flat \$1.50 per thousand on all participating policies. In 1937 it was reduced to \$1 per thousand.

Sun Life has issued a dividend supplement which makes no change on new policies issued as compared to 1943 other than to eliminate the differential, but represents a revision of the dividend estimates previously made on policies issued in the U. S. The rate of interest payable on proceeds or dividends left with the company remains at 3% or the guaranteed rate if higher.

in charge of advertising Northern Trust Co.

Numerous Pension Trust Questions Remain Unanswered

C. P. Dawson Reports at Buffalo on Problems Currently Important

C. P. Dawson, New England Mutual, New York, reported as chairman of the pension trust division of the federal law and legislation committee at the Buffalo meeting of the N. A. L. U. national council. He said that a pamphlet has been prepared containing all the pension trust material that was gotten out by the joint committee of the N. A. L. U., A. L. C., and A. L. I. P. following the conferences with the Treasury Department and which had been released in instalments. There were five meetings during March, three in Washington and two in New York and within the next few days there will be released a summary of those conferences containing answers to about 75 pension trust questions.

One of the big questions that the Treasury Department is studying now is the calculation of the insurance element of retirement income contracts in pension trust plans. The government regulations on this point are too cumbersome. The insurance interests, at the invitation of the Treasury submitted recommendations but the Treasury has not agreed to accept these. The Treasury desires to prepare a regulation that will cover that question and also group life insurance. There is an inconsistency in the fact that the insurance element in a retirement income contract is taxable income to the employee but that group insurance premiums that are paid by the employer are not taxable to the employee. The Treasury's answer would be to fix that up by taxing the group premiums. There have been meetings in New York with the group life committee of the Life Presidents' Association and another meeting is scheduled for April 29.

The War Department, according to Mr. Dawson, recently raised the question of the cost of pension systems that should be allowed in cost-plus-a-fixed-fee contracts. The War Department states that it does not want to discourage pension plans but does desire to

(CONTINUED ON PAGE 11)

Actuarial

Students or Associates

Large life insurance company in New York City has vacancies in Actuary's Department for associates or students of Society or Institute. Excellent opportunity. Salary \$2,500 to \$4,000 depending on qualifications. Reply giving full details, including experience, age and draft status.

Box 87

DOREMUS & COMPANY
Advertising
120 Broadway, New York 5, N. Y.

ACTUARY WANTED

Eastern Insurance Company with Assets of approximately \$10,000,000 interested in securing Actuary who has necessary qualifications and who is draft-exempt. Reply V-59, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

These Market Areas OPEN FOR GENERAL AGENCY DEVELOPMENT

Greensboro, N. C.

Tulsa, Oklahoma

Aberdeen, S. D.

San Angelo, Texas

Philadelphia, Pa.

Santa Barbara, Calif.

Lima, Ohio

Manchester, N. H.

If you are now living in or near any one of the above cities and are ambitious for a General Agency opportunity in your home territory (which your present company is unable to give you),

write for details of the Lincoln National Life's plan. An outline of the opportunity open to you will be sent in confidence without obligation.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne



Indiana

More Than \$1,425,000,000 of Insurance in Force.

Johnson Points Out Some Definite Modern Trends

New York Life Official Tells Advertisers Coordination Is Needed

NEW YORK—The necessity for greater coordination between those

charged with supervising the sales organization and those charged with formulating the advertising and sales promotion plans of the life companies was stressed by R. C. Johnson, assistant vice-president of New York Life, speaking before the Life Advertisers Association at the Eastern Round Table. He said too often the advertising and sales promotion programs of a great many life companies are in the hands of professional advertising men who often do not know and understand the practical side of life insurance selling and that the life agency officers who started with their companies "carrying the rate book" and soliciting the business in the field know and understand little or nothing about the techniques of modern advertising. Each of these experts in his own field complements the others, each makes a substantial contribution, and the total result is good, Mr. Johnson said, but there should be coordinated operation between the two.



R. C. Johnson

Requires Personal Salesmanship

He asserted that life insurance requires about as high a degree of personal salesmanship as any product or service that is being marketed in this country today and that no company has yet succeeded to any substantial degree that eliminated personal salesmanship and attempted to rely entirely upon the appeal of the printed word. He cited an example of a company which launched an extensive advertising campaign around the natural desire of every person covered by the Social Security act to learn more about his benefits, but the campaign failed because the agents of the company had not been educated in how to turn the prospect's interest in the amount and extent of his Social Security benefits to a discussion of new life insurance. This and other failures have been due, Mr. Johnson ventured, to advertising men not knowing the market served by their own company and the methods of selling used by their own field forces, and to companies failing to sell their sales promotion ideas to their own agents. He said that it would have been an entirely different story if the advertising and agency departments had put in as much time and skill in selling the material to their agents as they did to sell the insurance to the public.

Mr. Johnson related the farm journal advertising experience of New York Life. He said that after the advertising copy was directed solely to the farmer and his special needs and the agents were educated to approach farmers with an understanding and knowledge of their problems, the volume of life insurance sales to farmers was increased several times. Because each agent has his own way of selling, the advertising copy is kept flexible enough to allow every agent to have some advertising support for his own way of selling to farmers.

Speaking of direct mail, Mr. Johnson said a survey showed that the most suc-

cessful plans either advised the prospect that the agent would call with some information of interest or that a free gift was offered to those prospects who replied to the ad. Before direct mail material was sent to the agent, however, his interest was awakened by advance publicity and he was asked to share a small fraction of the cost.

Equitable Society Adopts Retirement Plan for Its Salaried Managers

NEW YORK—A retirement plan for its salaried managers has been adopted by Equitable Society, the company assuming the entire cost of past service annuities and share of future service annuities with provision for contributions of members for future costs. Past service benefits will be 2% of the total salary received prior to April 1, 1941, less a small social security adjustment. Future service benefits start off at 11.4% of first \$1,200 of salary, 11.2% next \$1,800, 2% next \$22,000 and 1% of remainder. Contributions of members begin on a similar scale with a larger scale above \$3,000. Normal retirement date is 65, with provision for optional retirement beginning at 55. Income immediately following retirement is increased the first year 33 1/3% and 16 2/3% the second year.

Man Who Killed \$40,000 Exemption Leaves Treasury

Life insurance people are interested in the fact that Randolph Paul has resigned as general counsel for the Treasury Department. That he was slated to leave had been rumored for the past several months. Mr. Paul has appeared before several insurance audiences. He is known in the life insurance business as the man that knocked out the specific exemption of \$40,000 of life insurance from federal estate tax and his impact upon the life insurance business will not be fondly remembered. Despite the long tradition of a specific exemption for life insurance proceeds, Mr. Paul successfully clung to the theory that this unfairly discriminated against other forms of property.

Texas Non-War-Clause Extra Reserve Rule to High Court

AUSTIN, TEX.—The attack on the ruling of the Texas board of insurance commissioners requiring extra reserves for life policies written for men and women in service without a war clause has been carried to the Texas supreme court.

Suit was filed by Guardian Life of Texas, with Century Life and Pioneer Life as intervenors, and the district court here issued an order holding up enforcement of the ruling and also restraining the board from any publication or communication which would reflect on the reputation or business of the plaintiff. The commissioners appealed from that order.

Martin New La. Commissioner

Wade O. Martin, Jr., attorney of Baton Rouge, who was recently elected secretary of state and ex-officio insurance commissioner of Louisiana, will take his post in May when all the newly elected state officials will be installed. Mr. Martin will succeed J. A. Gremillion, incumbent, whom he led in the January Democratic primary. Mr. Gremillion withdrew from the race and Mr. Martin was declared nominee.

McCann Now Fla. Deputy

C. J. McCann, actuary of the Florida department since 1919, has been advanced to deputy commissioner. He takes the place of Robert W. Davis, who has entered the navy.

Hugh Christie, who has been in charge of agents qualification, will be assistant deputy commissioner.

4 PRINCIPLES

For 68 years — ever since its founding — The Prudential has followed four important principles of operation:

- To conduct our business in such a way that all obligations can be met promptly and in full.
- To furnish insurance protection at the lowest cost consistent with safety and security.
- To offer different policies and different payment plans so that as many people as possible can enjoy the security of life insurance protection.
- To provide and maintain a high type of helpful service.



The PRUDENTIAL
INSURANCE COMPANY OF AMERICA
A mutual life insurance company
HOME OFFICE NEWARK, NEW JERSEY

Detroit, Sept. 11 for N.A.L.U. Meeting

(CONTINUED FROM PAGE 1)

and Life Presidents Association committees with the idea of formulating a statement reflecting the opinion of the industry towards social security.

Claude C. Jones, Connecticut Mutual, Buffalo, was elected nominating committee chairman.

After engaging in an illuminating debate on the proposal of the Los Angeles association for amending the by-laws to provide for election of national trustees by districts, the national council passed a motion authorizing the president to appoint a special committee to make a further study and report in September.

AGENTS' COMPENSATION

It was on this question and on the subject of agents compensation that there was the greatest floor discussion during the council meeting. On the theory that these would be the topics that would elicit the most floor discussion, they were scheduled early in the morning. There was more actual participation from the floor at Buffalo than at any previous national council meeting. A microphone had been set up in the middle of the room so that the members could assert themselves without conspicuously walking to the front of the room. On the stage behind identifying placards sat the officers, trustees, members of the headquarters staff and chairmen of standing committees.

After President H. A. Hedges and Treasurer Walter Barton had given

their reports, Clancy D. Connell, Provident Mutual, secretary, as chairman of the agents compensation committee, led off and thus the meeting got started on a topic that commanded the attention of everyone. Mr. Connell said that there are certain points upon which there is general agreement on the part of company men and agency leaders. For instance, all believe that as to induction financing there should be some form of salary in the early months. There is general agreement that service fees should be paid beyond the renewal period and that there should be retirement plans for agents, especially where renewals are not vested beyond the third year.

There is a difference of opinion as to whether the induction salary should be charged back on the agent when he shifts to a straight commission basis. However, most observers, Mr. Connell stated, believe that there should be no charge back and that there should be no mortgage on the business written by the agent after he switches to the commission contract.

Social Security Consideration

Mr. Connell observed that there is no unity of opinion on the nature of renewal commissions. One theory is that renewal commissions constitute service fees whereas the contrary opinion is that they are deferred compensation.

The question arises of whether agents receiving an induction salary during the

induction period would come under social security.

Many leaders have now concluded that in the approach to agent's compensation there has been undue emphasis on some formula or other for "shuffling of commissions under the New York law."

More basic, Mr. Connell asserted, is to define the job of the agent, to agree on the standards that should be set up in selection, training and service to agents and to consider the public relations angle.

A. C. F. Finkbinder, Northwestern Mutual, Philadelphia, asked whether the New York law is actually a "real stymie" in effecting changes in the compensation system.

Mr. Connell recalled that section 213 of the New York law last year was amended to permit certain experimentation with salaries. A. J. Johannsen, Northwestern Mutual, New York, who is chairman of the New York managers committee, believes that further amendments are needed. However, Mr. Connell expressed the belief that until the business has determined upon a program, it should not press for law changes.

Hide Bound Prescription

Mr. Finkbinder suggested that the New York law hampers the industry from escaping from "hide bound prescription of what can be paid per policy."

H. E. Nyhart, Connecticut General, Indianapolis, suggested that the N.A.L.U. sponsor an independent study of the question and get independent actuarial advice on whether changes are needed in the New York law. The present sentiment, Mr. Connell stated, is to lay down broad, basic principles and to get away from the detail of figures. He pointed out that R. C. Guest, State Mutual, chairman of the Research Bureau compensation committee, is an actuary. Eber Spence, Provident Mutual, Indianapolis, reinforcing Mr. Nyhart's suggestion, said he would like to have actuarial facts and figures from an independent point of view.

Charles A. Kuttler, National Life, Davenport, said that there is a suspicion in the field that the companies are in favor of plans under which renewal equities are not vested as a means of tying their agents up to them more closely and that the new compensation plans that have been put into effect are simply a shifting around of compensation.

Figures Not Important

President Hedges contended that the figures are not important until the job of the agent is outlined and a planned system of distribution is created. It is impossible, he said, to put a man on a salary, for instance, until it is known what he is supposed to do.

Buffington S. Mayer, Union Central, Baton Rouge, asked some questions about New York law. E. R. Gettings, Northwestern Mutual, Albany, New York state association president, expressed the opinion that the difficulty in the New York law is its administrative requirements, not its mathematics. He said that the law was made by men and not by divine providence. Last year's amendment to the law allows the payment of extra commission to some agents.

C. E. Harrison, Lincoln National, Ft. Wayne, advocated establishing minimum requirements for new men. He said he felt it would not be too severe to require that they be college graduates.

McK. H. Warren, Phoenix Mutual, Boston, president Massachusetts state association, said he would not go as far as Mr. Harrison but that it is important to define what a full time agent is.

J. F. Poole of Delaware said that unless increased compensation of agents guarantees better distribution of life insurance, such an increase cannot be advocated.

Mr. Warren said that the New York state compensation report last year

brought out that 60% of the insurance in force is paying no commissions to anyone in the business. That indicates, he said, that the missionary period in the business is over. The problem now is who is going to take care of the business after it is on the books. He said that the older men in the business can't "hotfoot it around for new business but they can do a wonderful job of servicing business that is on the books."

Sidney Wertimer, Prudential, Buffalo, national trustee, as chairman of the committee on by-laws, brought up the proposed amendment for election of trustees by districts.

James H. Cowles, Provident Mutual, president Los Angeles association, said his people have no axe to grind. They feel that the regional election of trustees would help bring about a feeling of closer identity with the National association on the part of the individual agent.

Mr. Wertimer displayed a map showing how the country might be divided into 12 districts with somewhat comparable membership standing. These districts include New England, 26 associations, 2,287 members; New York state, 17 units, 3,044 members; Pennsylvania, 26, and 3,279; New Jersey, Delaware, Maryland, District of Colum-



★ JOSEPH V. BUCK, MANAGER AT DETROIT FOR THE BANKERS LIFE CO., DEDICATES A RECENT AGENCY BULLETIN TO THE AMERICAN RED CROSS. BENEATH A LARGE RED CROSS, MR. BUCK SAYS:

"AS YOUR FRIENDS AND MINE lay wounded on the battlefields of our many fronts—miles away from their loved ones—two great institutions, the RED CROSS and LIFE INSURANCE wait vigilantly at their side. The soldier knows that when he is stricken, he will find the RED CROSS at his side to comfort him in time of need.

"AND HE KNOWS that if he should not recover, both the RED CROSS and the INSTITUTION OF LIFE INSURANCE will work together in caring for those he may leave behind.

"HE KNOWS THAT HIS GREATEST FRIEND is the RED CROSS and that the greatest friend of his dependent family is LIFE INSURANCE."

THE THOUGHT IS TIMELY AND STRIKING. Perhaps you would like to incorporate it in your next week's agency bulletin.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

LITTLE HUMAN TOUCHES MAKE THE GREAT INSTITUTION



The Story of the Foresighted Father

ONCE UPON A TIME there was a wise man who saw very far ahead. But even this man did not believe that he could see the whole future.

He could provide his family with an ample insurance income, if he should die. "But," said he, "suppose this regular monthly income falls short, sometime, in a crisis? What will my wife and children do then?"

Because he loved them dearly this question troubled him. But he was a wise man, and he found the answer. Years passed, and he had died. In the same month in which his widow needed to pay for a very expensive operation, his two sons had a chance to buy a fine business at a bargain for cash. The regular monthly payments of the insurance were not great enough

for such calls. Could the family get a larger special payment at the very time they needed it? Yes.

Because their foresighted father had found an insurance company that offers life insurance designed to meet changing needs. In his policy, this wise father had marked the several ways that he foresaw his family might need his help someday. And at the very time the pressing calls came, the family had the right to use the funds in the very way that would best help them. Exactly as if their devoted father were still alive, to counsel, guide and help them.

QUESTION: Which life insurance company is noted for its liberal settlement provisions?

ANSWER:

THE MUTUAL BENEFIT LIFE
INSURANCE COMPANY

NEWARK



NEW JERSEY

(FROM OUR SERIES OF ADVERTISEMENTS IN THE SATURDAY EVENING POST)

bia, West Virginia and Virginia, 27 and 2,005; Wisconsin, Michigan, Indiana, 42, 2,344; Ohio and Kentucky, 23, 2,400; Tennessee, Alabama, Georgia, North and South Carolina and Florida, 44 and 2,638; Illinois, 22 and 2,700; Minnesota, Iowa, Missouri, 30, 2,357; Kansas, Oklahoma, Arkansas, Texas, Louisiana and Mississippi, 51, 2,213; California, New Mexico, Nevada, Utah, Colorado, Arizona and Hawaii, 27, 2,601; Washington, Oregon, Idaho, North and South Dakota, Nebraska and Wyoming, 37 and 1,406.

Reasoning of Opponents

Mr. Wertimer was asked what objections had been advanced to the proposal. He said that those opposing a change contend that under the present system there is a fair geographical distribution, that a trustee should represent the entire nation and not simply a district and that usually a man's nomination springs from his local organization anyway and that an undue amount of time is not given to the elections at the annual meeting.

Judd C. Benson, Union Central, Cincinnati, national trustee, said that the matter of facility is involved. Machinery would have to be set up for election of representatives in a district.

President Hedges said that among the reasons cited for the change are that the election results under the present system may be determined by a disproportionately large number of associations within 400 miles of the convention city; also it might be easier to get personal producers to take office under the regional setup.

John R. Mage, Northwestern Mutual, Los Angeles, California state president, said that San Francisco and San Diego have endorsed the Los Angeles proposal. C. A. Kuttler, Davenport, said he is opposed to election of trustees by the vote of a single district. If it is felt that proper geographical distribution has not been attained under the present system then, he said, it might be advisable to require that a certain number of trustees be representative of certain very large geographical regions.

Phil B. Hobbs, Equitable Society, Chicago, said that under the present by-laws the nominating committee is supposed to give due consideration to geographical features and he expressed the belief that it would not be wise to "lock up" the association under a districting plan.

Arnold Makes Motion

W. A. Arnold, II., Penn Mutual, Harrisburg, said he is in favor of the geographical scheme and he made a motion that the president be instructed to appoint a special committee to study the matter "with a favorable recommendation from the national council." The motion was passed but without a recommendation either way.

MEMBERSHIP REPORT

The report of C. W. Wyatt, John Hancock Mutual, Boston, as chairman of the membership committee, elicited real enthusiasm. As of that day the paid membership was 26,299, which was an increase of about 7,300 from the same day the previous year. With three months to go the membership goal of 35,000 appears to be well in sight. The final 1943 figure was 29,274.

At the afternoon session a number of guests were introduced including Ralph Kastner, general counsel American Life Convention. He said that he had just been to Washington and he said that the prospects today are very much against the possibility of private insurance companies being permitted to take over National Service Life Insurance after the war. Also it is unlikely that the soldiers and sailors relief act can be amended to provide for government guarantee of premiums on a service man's private insurance if there is a war exclusion clause in the policy.

L. W. Dunstall, executive secretary Canadian Life Underwriters Associa-

Reprints of In Force Ranking Available

Reprints of the 1944 ranking of life insurance companies by insurance in force which appeared in the March 24 issue of The National Underwriter are available in folder form. Prices are: 20, \$1; 50, \$2; 100, \$3.50; 500, \$12.25; 1,000, \$21. Either order direct or send for sample. Address: National Underwriter, 175 West Jackson boulevard, Chicago 4, Ill.

tion, said this was the first time the Canadian group had been represented at a midyear meeting. Paul Dunnavan, Canada Life, Minneapolis, was introduced for the Million Dollar Round Table; Steacy Webster, Provident Mutual, Pittsburgh, chairman of the general agents' and managers' section; E. H. O'Connor, director of the Insurance Economics society.

Mr. Hedges in his presidential message opening the national council meeting, recalled that since his election he has attended eight state conferences, 16 general agents and managers meetings and has made 4 association visits. The major problems facing the industry today, he said, are agents compensation, federal law and legislation, education, public relations leading toward prestige for the membership and war bonds.

The main feature in the afternoon was the presentation of the report of the committee on federal law and legislation. This has come to be in the last two or three years almost the dominating feature of the council meetings. John A. Witherspoon, John Hancock, Nashville, the chairman, had at his side, Lawrence A. Baker of Washington, general counsel; Judd C. Benson, Union Central, Cincinnati, vice-chairman of the committee and C. P. Dawson, New England Mutual, New York, chairman of the pension trust division. Mr. Witherspoon hurried through the written report that he had prepared and then had Mr. Benson elucidate the position of the trustees as to social security. Finally Mr. Dawson gave a report containing much news about pension trust developments in Washington.

Posters Are Displayed

Sidney Wertimer displayed the four dramatic posters in support of the 7 point price stabilization program that are gotten out by the life insurance industry and are to be distributed by OWI. Mr. Wertimer pointed out that this constitutes a subtle selling job.

Phil Hobbs reported briefly as chairman of the state law and legislation committee, saying that a bill was passed in Kentucky permitting the investment of trust funds in life insurance.

W. H. Andrews, Jr., Jefferson Standard Life, Greensboro, as chairman of national war savings committee, said that there are 40,000 agents active in the war bond program and this is the best public relations work ever undertaken by the business.

Ellen M. Putnam, National Life, Rochester, chairman of the women underwriters committee, sat faithfully on the platform throughout the day and she was asked to take a bow just before the meeting was ended.

E. W. Baker, John Hancock, Louisville, got together one evening at Buffalo the industrial managers that were in attendance. He said that the industrial people do not want to be segregated in the association; they naturally desire to have their share of recognition in office and the way to get that recognition is for the industrial men to contribute whole heartedly to the welfare of the association and to carry their share of the load at all times.

Sexton Speaker in Chicago

Leo Sexton, regional manager of John Hancock, will address Life Agency Managers of Chicago April 4 on "Women in Our Business."

Conn. Manufacturers Court Room Full, Assn. Adopts Group But No Commerce Plan of Travelers Case Decision

HARTFORD — The Manufacturers Association of Connecticut is making available to all members a program of group life insurance for executive and supervisory employees offered by Travelers, N. B. Bertolette, president Hartford Gas Company and chairman of the association's insurance committee has announced.

The plan is similar to the one worked out by Travelers for the Manufacturers Association of Michigan, a master policy on the usual group life one-year renewal term form being issued to the association. Each subscribing company pays its premium to the association, which in turn will pay the entire premium to Travelers.

All active executive and supervisory personnel, including administrative and professional employees and full time salesmen are eligible for benefits under the plan without medical examination, regardless of age. Coverage ranges from \$1500 for those earning smaller salaries to \$10,000 for those earning that amount annually. This insurance would be in

WASHINGTON — The U. S. Supreme Court Monday announced it would take a recess from April 3 to 10, and thence to April 24.

The court room was full Monday, largely with persons interested in the pending insurance "commerce" cases. Among those present was Senator O'Mahoney, Wyoming, who resumes presentation of witnesses Thursday before the Senate judiciary subcommittee on the Bailey-Van Nuys insurance states rights bill.

addition to any group life or other employee welfare plan already in operation, in any of the companies.

No more than 60 cents a month for each \$1,000 of insurance will be paid by employees while the regular 75% rule for eligibility is required.

A four-page mailing piece tells accident insurance prospects why home is a hazardous place. Get samples from The A. & H. Bulletins, 430 E. 4th St., Cincinnati 2, Ohio.

FLASH TO THE MEN IN THE FIELD

YOUR RESPONSIBILITY

In these epoch-making times with the tempo and strain of war steadily increasing, the important responsibilities of the life insurance field men are in danger of being eclipsed to the point where even the men themselves lose the true perspective and thus minimize their own effectiveness.

The battle of inflation—postwar economic stabilization—is as important to the American people as is the battle of Europe. Each must be fought with equal vigor and equal determination. As we must prepare for war in peace, so must we prepare for peace in war. But because the necessity of the moment is always absent, one is as difficult as the other.

The dependence of the nation on the preparations for stabilized postwar economy—while the war is being fought—by the men in life insurance is very great. Whether you are industrial or ordinary, agent or manager, you have a vital postwar job to do NOW. Commonwealth men in the field are evidencing their appreciation of the situation by laboring the harder from one day to the next, fully conscious of the importance of their daily work.

Where Quality Men are building Quality Volume

COMMONWEALTH
Life INSURANCE CO.
MORTON BOYD, President

HOME OFFICE • LOUISVILLE

Managers Hold Parley at Buffalo

(CONTINUED FROM PAGE 1)

remarkable success. He does much work with his agents in the field so as to put more money in their pockets.

Mr. Johnson believes that the agent wants more facts, more constructive suggestions and less inspiration from bulletins, less criticism, less long, uninteresting sales meetings. He finds that the objective of keeping on the honor roll month after month is productive. With five less men the agency increased its paid business by 33 1/2% last year. There was a million dollar round table man, a half million dollar producer, and several with a quarter million production. The average paid production was \$265,000, the average sized policy was \$6,325 and average earnings \$6,110.

He said this is due to "a success atmosphere" and a motivation program based on helpfulness, cooperation and enthusiasm. He takes nothing for granted. He does not assume that the agent is able to handle most selling problems. Agents need motivation and stimulation. There is one sure way to motivate the agent and that is to restore his confidence and getting some business for him is the thing that motivates.

Occupational Shifts

William V. Hawkes, Metropolitan Life, Waterbury, Conn., said that out of occupational shifts men are being made available for life insurance salesmanship. Some men that are accustomed to sales work are dissatisfied in the temporary work to which they have moved. Some of the small business men who have been badly affected by the war have the initiative to sell life insurance because they had the enterprise to start a business of their own. Mr. Hawkes said he keeps a list of potential manpower suggestions on his desk. He mentioned as former occupational pursuits among which agency recruits may be found: advertising salesmen, commercial artists, collectors, credit men, exporters, importers, salesmen of floor coverings, radios, refrigerators, vacuum cleaners, washing machines and ironers, automobiles and auto accessories, service station and roadside restaurant employees, retail delivery men, salesmen of air conditioning, plumbing supplies, building supplies, contractors, salesmen of accounting machines, adding machines, check protectors, duplicators, typewriters, salesmen of bottles, bicycles, clothing, electrical equipment, rubber goods, soda fountain fixtures and decorators assistants.

Colleges may have increasing difficulties and there may be some professors

available. Mr. Hawkes advocates questioning everyone that the manager meets in business, socially and in chance encounters. There is no telling when the manager can get a tip on a field candidate if he asks enough questions and sells the life insurance business as a fine occupation. The manager today is in the personnel business as never before.

Women are needed in the business today, he declared, and the manager must go about finding women with suitable qualities who are available and who may be induced to enter upon such a career. The woman coming from an insurance family—the wife or close relative of a life insurance man—has often acquired knowledge that is of great value to her. Women, he said, are alert to sales opportunities, willing to work long hours, to follow instructions and are eager to earn increasing incomes but they are sensitive about constructive criticism, they are affected by policyholders complaints.

Mr. Hawkes advocates test field trips for agency applicants. After a number of interviews, he suggests that the prospective agent accompany a man on the debit. The wrong person for the job usually finds out for himself that he is unsuited to it on such a trip whereas the person who had been doubting his ability to handle the work is likely to attain a measure of self confidence.

In advertising, he advocates identifying life insurance as the nature of the job. Such an advertisement gets fewer responses but those that do reply are much better material.

Reaches in Smaller Places

Dean H. Taylor, Equitable Society, Buffalo, told of the good results that he has obtained in getting new agents in smaller cities in his territory. In view of the fact that under the Buffalo area manpower stabilization plan, it is prohibited to even talk to a prospective male agent, Mr. Taylor set about recruiting in smaller cities and towns where the agency already had a good number of policyholders. It was decided to go after only draft proof agents and to get an agent in at least each county who has a wide acquaintance with farmers.

Since last fall eight new men have been put under contract. Mr. Taylor told about each one of these men and how he was discovered.

Only one man required financing and his record to date is the poorest of all. He has discovered that many men are

giving consideration to life insurance as a post war career and now is an excellent time to start postwar recruiting. People during the war are earning more money than ever before and do not want to go back to the prewar salary levels.

Vincent Coffin, vice-president Connecticut Mutual Life, the concluding speaker, made a very brief address in which he emphasized the importance of public relations. He said that the objective of public relations should be to make the policyholder feel happy when he is drawing a check for his premium. There must be corrected the lack of public acceptance of the agent and the inadequate acceptance of the product. The responsibility is mainly that of the managers who recruit, train and supervise the agent. The manager is the key to most of the problems.

Discuss War Time Effect on Business

(CONTINUED FROM PAGE 3)

field and consequently much of the material he sends out is incorrectly or only partially used.

The presidents of two companies were guests at the luncheon on Friday, James A. McLain, Guardian Life, and W. K. Hardt, Girard Life.

Program Committee Commended

Nelson A. White, Provident Mutual, presented a resolution congratulating the program committee "on its excellent work. H. M. Kennedy, Prudential, was chairman.

Posters prepared by the Institute of Life Insurance illustrating the seven ways to help prevent inflation were on display. H. A. Richmond, Metropolitan, who is chairman of the L. A. A. committee cooperating with the Institute on this campaign, discussed the program and said that the life companies are a leading force in the price stabilization movement.

Christopher La Farge, Writers War Board, was a speaker. He read the "Pledge of Peace." He recently returned from a tour of the Southwest Pacific and said that in his opinion there will be a wide gulf between civilians and returning combatants because the fighting men have been completely removed from the normal way of living and it will take many of them a long time to get back into the routine.

Carroll Frey, Penn Mutual, presided at the general meeting on Friday.

At the first day's meeting R. C. Berger, Connecticut Mutual, presided. The speakers were Harry Gardiner, gen-

eral agent John Hancock Mutual, New York City, on "Sales Promotion for the General Agent;" V. L. Bushnell, second vice-president Equitable Society, who told about the farm market; L. D. Hendershot, assistant director of agencies Berkshire Life, on juvenile insurance; L. M. Huppeler, assistant director of agencies Massachusetts Mutual, "Pension Trusts;" and A. F. Sisson, State Mutual, told about its plan of enlarging the women's market. Other speakers were Seneca M. Gamble, Massachusetts Mutual, and A. F. Randall, Penn Mutual. Comment on the first day's proceedings can be found in the "Methods Department" of this publication.

Agents Seek Unified Insurance Statement

(CONTINUED FROM PAGE 1)

must provide the facilities to industry for covering the workers. It is a challenge," he asserted, "that has to be met by courageous attack, not by damnation."

One of the fundamental considerations is to what extent personal initiative would be stifled by government benefits; also, to what extent would the relationship between the citizen and his government be altered by a vastly expanded social security scheme?

Of the various vicissitudes of life—death, old age, sickness, disability, unemployment—there must be a determination of which should come within the province of government, of voluntary insurance, and of a combination of both. Social security has certain good points. It provides enforced thrift, it removes from the industrial system handicapped persons, it distributes in a fair way across industry the cost of unemployment.

The bad points are that it destroys individual enterprise and removes the sense of responsibility of the individual. It creates government obligations to citizens that will probably have to be met in the future by general taxation and its cost is enormous.

Mr. Benson remarked that after the war the national debt will probably be about \$300 billion with an interest obligation of \$7-8 billion. The administrative expenses of government are apt to run \$8 billion and there may be a debt reduction program of \$5 billion annually. That spells a budget of about \$20 billion. There will probably be something like a W. P. A. undertaking which with the maintenance of an army and navy may cost \$10 billion. That brings the budget to \$30 billion which is 1/3 of the highest pre-war national income. The Wagner-Murray-Dignell bill is estimated to cost from \$8-10 billion.

Mr. Benson pointed out that old age and survivor benefits are actuarially measurable whereas unemployment compensation is not a measurable risk.

Asks Transfer of Title of Tex. Deposit Securities

State Auditor Cavness of Texas in a report of an audit of the operations of the insurance department advocates legislation requiring that domestic life companies, in depositing mortgage and other lien notes to guarantee fulfillment of contracts, transfer in trust the liens securing the notes. That was the practice under warrant of an attorney general's opinion until the last legislature passed an act declaring that physical delivery of such securities to the insurance department is sufficient. The transfer of title is a necessary safeguard, the state auditor contends. He referred to a company that had deposited \$102,000 of such securities and subsequently went bankrupt. When the liquidator came to convert them into cash he found that an officer of the company had already released the real estate liens securing the notes and there was little equity left in them for the benefit of policyholders.

THE MANUFACTURERS

COMPLETE BROKERAGE FACILITIES

All Life, Endowment and Annuity Plans.
Favorable Par. and Non-par. rates.
Standard and Sub-standard risks.
Facilities for handling large cases.
Civilian Foreign Travel Coverage.
Annuities—Single Premiums up to \$100,000.
Prompt and Efficient Service.

INSURANCE IN FORCE, 727 MILLION DOLLARS
(Including Deferred Annuities)

ASSETS, 241 MILLION DOLLARS

LIFE

INSURANCE COMPANY

HEAD OFFICE:
TORONTO, CANADA
Established 1887

"Bill" Werber Is Boston Headliner

Former Ballplayer Tells Sales Congress There How He Wrote \$1½ Million

BOSTON—"Bill" Werber, former big league baseball player, told the 500 life men who attended the New England Sales Conference sponsored by the Boston Life Underwriters Association how he deserted baseball when at the top of his form and plunged into life insurance to write \$1,500,000 the first year. He is now well on his way to write \$2,000,000 this year, representing New England Mutual in Washington, D. C.

Mr. Werber declared he saw the time coming when there would be no place for him in baseball, so he studied nights for a year or more, piled up protection for himself, prepared an ambitious program, then made the break. Specializing on pension trusts, he made a study of two or three outstanding cases, put the details into attractive folder form, called on several firms and wrote six of them the first year, large banking institutions and extensive chain stores being his best prospects.

Contrary to public opinion, Mr. Werber declared he had not capitalized on his baseball reputation. In fact he said he minimized it all he could. He advised beginners in life insurance to avoid their friends and tackle strangers. "Have a good program which you know thoroughly," he advised. "Be able to back up your arguments with adequate life insurance of your own, so that you will be in a bracket better than your prospect, then tackle the best and biggest prospects. You will make friends if you furnish good service and they will provide you with prospects. Never let down on your study. Don't let your prospects get complacent, keep constantly after them, and hustle all the time."

McDowell on Federal Taxation

Maxwell E. McDowell, head of the tax department of Standard Oil, handled the subject of federal taxation. He outlined the increasing tendency of the last decade to utilize tax laws to accomplish non-revenue and secondary economic results such as inflation control, penalties to enforce dividend distribution of earnings, double taxation of corporate earnings, both to the company and the stockholder, policing of salary stabilization in tax returns and limitation of individual earnings after taxes. He contrasted the two schools of thoughts of a larger degree of public spending from tax revenues as opposed to lower taxes and permitting higher private spending.

"If the government doesn't allow business to hold back a little more of its profits, for taxation purposes, there won't be funds available for the technological experts," he commented.

E. E. Cooper, assistant agency vice-president of Equitable Life of Iowa, emphasized that salesmen today have less competition than usual, owing to so many of their fellow workers being in service. Parents of the boys in service who are constantly trying to find something to send their boys to make their lot easier and more cheerful should make wonderful prospects for endowment policies to assure a safe future for their sons when they come home. The boys in the service are buying insurance, and parents can supplement that program by buying themselves, so that if they are not here when the boys come home they will be well remembered.

Service of Policyholder

Cy Norton, manager of sales promotion of a paper company, gave the results of a canvass among 1,500 life company officials, agents and policyholders. "What do insurance buyers think about, want and plan?" He found that 95% of the insurance companies furnish their salesmen with adequate printed material

and 96% furnish sales tools, 75% of the agents consider excellent material. However, only about 50% of the salesmen use the material 50% of the time or less. The canvass of policyholders showed 36% had received no calls from insurance agents and only 13% were called on six times or more. More than half the calls took 15 minutes or less and only 20% of the prospects found the salesman's story interesting and only 23% worthwhile. Some 24% of the salesmen were rated as really good. The buyers numbered 31% and the non-buyers 69%. Some 48% found life insurance complicated and hard to understand but 52% did not. If able to govern the talk of the salesmen, 10% would like the general story about life insurance, 22% one type of coverage only and 68% a program from their own needs. As to main reasons for buying, 69% was for protection for the family; 19% for old age security; 9% for investment and savings and 3% for funeral expenses. Of those canvassed, 30% said they were likely to buy more insurance in the next two years and 70% said they would not.

Ream Reviews Day's Problems

G. Franklin Ream, assistant superintendent of agencies of Mutual Benefit Life, advocated better prospecting, more training and harder work to secure more business in 1944. The biggest problems facing the life underwriter are how to face a possibility of inflation; what to do about the possibility of another depression, after the war; what to do and how to protect the value of our money; how to keep institutions free from government control; how to keep the residue of money in the treasury free from the long-grasping arm of taxation and, finally, how to keep the stream of business flowing so the public can buy life insurance.

William Wadsworth and Ernie Hoffman of New England Mutual Life put on an admirable skit, "The 90-Day Wonder."

Commissioner Harrington of Massachusetts, president of the National Association of Insurance Commissioners, and presidents and officials of several life companies were guests at the luncheon, at which there was no speaking.

Governor Saltonstall opened the program with a stirring address, commending the life men for their magnificent efforts toward giving the breadwinner of the family a sense of personal security and ability to provide for his own family.

Numerous Pension Trust Questions

(CONTINUED FROM PAGE 6)

have a formula for ceilings. War Department submitted its suggestions to which the insurance committee took exception and is now trying to get the government to modify its proposed regulations.

There is much confusion in Washington in connection with pension trusts and that is due in large measure to the confusion that exists among insurance men, trust officers, and lawyers. Leaders in the insurance business should strive to promote sound thinking. They should discourage agents from getting into the field without preparation. Many cases that are submitted are faulty. The insurance committee's booklet should be widely used. Many of the Treasury Department people in the pension trust division are very green. The Internal Revenue Bureau must be relieved of as much detail as possible if clearance is to be gotten for the plans. He urged that questions be submitted by the agent either to his home office or to the N. A. L. U., A. L. C., or A. L. I. P. rather than to Washington. Most of the questions can be answered by those sources. The number of written questions that are sent to Washington must be reduced and agents and others interested in pension plans must not go to Washington for conferences. I. R. B. has 3,000 cases that it has not yet looked at.

Industrial, Credit Business Studied

Zone 3 Commissioners Suggest Credit Life Commissions Too High

Commissioners of zone 3 at their meeting in Atlanta asked Zone Chairman Larson of Florida to call attention of industrial life companies in the zone to the adoption by the National Association of Insurance Commissioners of the proposed uniform industrial life insurance act and to the gentlemen's understanding that the minimum provisions of the act will be voluntarily observed prior to necessary legislation in the various states. Chairman Larson will write industrial companies asking if policy forms and plans of business are in conformity with the proposed bill.

Rainy Day Reserves

Commissioners talked about legislation that would enable insurers to set up reserves for a rainy day. Such reserves should not be taxed, they believe.

The commissioners discussed the question of credit life insurance being sold at excessive rates and excessive commissions. Commissioners consider that excessive commissions to loan companies, which usually sell the insurance, may constitute an excess of legal interest rate. McCormack of Tennessee said that credit life companies should hold rates and commissions to the minimum justified by the needs of the business. They should not allow credit life insurance to be used to supplement interest charges, he said. There appears to be a trend to increase commissions on this type of business, and the increase does not seem to be justified, he said. The commissioners indicated a study should be made of reducing commissions, since credit life insurance is placed on a group basis by lending institutions and not by bona fide insurance agents.

Gremillion Leaving Ranks

Gremillion of Louisiana expressed regret that because of the expiration of his term he is leaving the ranks of the commissioners, and wishes for the success of his future undertakings were adopted by the zone commissioners in a rising vote.

Group hospitalization received much study and comment, particularly the Massachusetts and New York treatment of both group and individual coverage. Commissioners indicated they feel that employers instead of employees receiving the benefits of dividends paid by life companies on group contracts is a discrimination.

Parker of Georgia was host commissioner, and Larson of Florida presided as chairman. Harrington of Massachusetts, president of the N.A.I.C., attended.

Buffalo Sales Congress Climaxes N.A.L.U. Parley

(CONTINUED FROM PAGE 2)

any objection if I told him that you are a policyholder and a friend of mine?" Usually such permission is given. Mr. White sends two mailing pieces one week apart from Buffalo and then the prospect gets the regular home office letter and reply card. He gets about 25 replies from every 100 letters. Mr.

He warned against relying on verbal rulings from individuals in the I. R. B., stating that written rulings are the only ones that count. He emphasized that if clearance is secured under 165 A that doesn't mean that the plan has been approved under 23P. Give Washington, he urged, everything it asks for and home offices should be urged to set up advisory services.

White calls on the repliers first and he reports to the people that have given him the leads on how he is getting along. He presents gifts to centers of influence who have given him some good leads.

Mr. White has worked out a simple, effective telephone conversation in getting in touch with both repliers and non-repliers. These statements are designed to make the prospect feel he is not going to be subjected to a heavy solicitation.

Mr. White sends in from 10 to 15 names a week to his home office for direct mail and that forces him to secure at least 10 good names per week. When the replies come in he is immediately inspired to call for appointments. Then he gets after the non-repliers and then after making an appointment by phone it is necessary for him to keep the appointment.

Has Automatic Effect

"I find this system makes me obligate myself in the future and I find myself making calls and ultimately writing business whether it rains or shines, and whether I feel like working or not."

Mr. White has plunged into outside activities and the more occupied he becomes in this way the better his business gets. He is active in the speakers bureau in the Junior Chamber of Commerce, is a member of the Red Cross blood donor committee, works in the life underwriter war bond committee, is active in the Y.M.C.A., teaches a Sunday school class.

Address of Glen Spahn

Glen J. Spahn, field personnel officer of Metropolitan Life, gave a thoughtful talk on selling conditions today, pointing out the positive factors that exist in the market despite the removal of millions of men of military age. There still remain millions of men between the ages of 18 and 38 who will not measure up to the physical standards of the armed services but would be able to pass a life insurance examination. Unemployment is practically unknown, there are many new workers with opportunities for promotion to skilled and key positions. He estimated the national income for 1944 at \$157 billion. Taxes are not crimping the style of wage earners and salaried people. He showed that before paying installment of unforgiven 1942 or 1943 tax, a married man with two dependent children and an income of \$1,000 would have 98.9% of income left; \$3,000, 90.7% left; \$5,000, 84.9% left; \$10,000, 77.4% left and \$25,000, 61.5% left.

Taxes Are Very Helpful

In fact the public, especially those in the high income brackets, realize that due to higher taxes the best way to create an immediate estate is through life insurance.

Social security is complementary rather than competitive and is a stimulant and not a detriment to the sale of life insurance. Normal requests for service have dropped off, the public is cooperative and people remain at home more these days and are more receptive to appointments. The number of agents is constantly being reduced and there is less competition. National Service Life Insurance and group insurance are stimulating a new appreciation of life insurance and the sale of war bonds by agents is increasing their prestige.

Paul Speicher of the R. & R. Service of Indianapolis closed the day on an inspirational note.

Lunsford Kansas President

The Kansas Life Underwriters Association has elected Harold Lunsford, Farmers & Bankers, Emporia, president; S. G. Glover, National Life & Accident, Wichita, first vice-president; P. A. Miller, New England Mutual, Topeka, second vice-president; C. W. Hurst, Metropolitan, Salina, third vice-president. The president will appoint a secretary-treasurer from Emporia.

EDITORIAL COMMENT

Getting a More Complete Picture

WHILE the National Association of Life Underwriters and the Institute of Life Insurance have furnished a very accurate account of what the life companies have done in the purchase of war bonds and what the producers have accomplished in the sale of war bonds especially through the salary deduction plan the other departments of insurance—fire, casualty and marine—have no such figure. The National Association of Life Underwriters was able to obtain approximate figures as to the number of life men in war effort and the number that have gone in the service.

The National Association of Life Underwriters is in a far more advantageous position to get this information than other organizations. However, it would be a remarkably great contribution if the fire and casualty business could in some way approximate what is being done in those branches. A question is coming to THE NATIONAL UNDERWRITER from various sectors regarding this very fact. What is desired is to find out what the insurance industry as a whole has accomplished, what it has contributed and what is doing along the same lines that the life insurance business shows in its figures.

Reflections on Conventions

Now that conventions are being omitted or reduced in proportions many convention goers have been prompted to evaluate the significance and importance of such gatherings, not only in time of war but in time of peace. The holding of conventions has multiplied enormously in this country and the convention has become a peculiarly American institution. Perhaps it was being overdone and the war has certainly made frivolous features of the convention incongruous and out of place. Coincidentally with the great increase in convention going there had arisen even before the war cynicism about these assemblies and a tendency here and there to dismiss the whole business as what we believe is referred to in the navy as scuttlebutt. Such generalizations are, of course, impetuous and uncritical but the fact that such opinions were becoming rather widely held was perhaps symptomatic.

The fact that conventions to say the least are being submerged these days may prove to be wholesome, in causing the whole institution to be evaluated; its true worth appreciated and its faults recognized, so that when meetings again can be held freely they can be made more useful. Such conventions as have been held during the war period in the insurance business have been worth while and earnest and have produced accomplishments. The atmosphere has not been conducive to frivolity and the proceedings have been most business like.

Cynics are likely to dismiss all convention speeches as bunk and tripe. Perhaps there has been a tendency on the part of speakers to avoid cerebration and to fall back on stereotyped and florid generalizations. Such speakers are imposing upon their audience and definitely impair the value of the convention.

One of the great contributions of a convention, as we see it, is the fact that there is an opportunity periodically to fasten attention on the developments of the hour in a particular line of business and to bring out through speeches and discussion the best available opinion and information on these subjects. The program committee that approaches its task seriously, surveys the field carefully, seeking to apprehend what is topical or what is likely to become topical in the days to come and then assigns these topics to leaders for development is doing a creative job. It is comparable to an editor producing a valuable article or story that would not have been written unless the assignment had been given to a capable and informed writer. If the program committee goes at its task in a haphazard way and as an afterthought and merely dredges up some speakers at the last minute, the only requirement being that they consume a half hour or an hour on the program, then the convention is very likely to be fatuous. But for a group that has prestige, before whom it is an honor to speak, if the program committee has been wise the words that go through the microphone constitute an immensely important contribution to the business and without such occasions we would say that the various units in a business would be very likely to deteriorate, to become isolated, to fail to apprehend trends and to cling to objectives.

When conventions can again be held without restraint let us hope that they will be shaped more closely to their valid purposes as those are being shaped that are being held during wartimes and that they will win a new and more universally respected place in the American business scene.

PERSONAL SIDE OF THE BUSINESS

President **Bart Leiper** of the Life Advertisers Association, who is advertising manager of Provident Life & Accident, has three sons in the service. His youngest boy, Steve, 8, is training to be a Boy Scout and has been studying the Morse code. He recently wrote a letter to his brother, Bart Leiper, Jr., technical sergeant in the signal corps branch of the air force in New Guinea, which was entirely in Morse code and the series of dots and dashes had every censor between Chattanooga and New Guinea on the alert. When the letter was finally received it was covered with censors' stamps and inscriptions.

Henry H. Cobb, retired agency organizer at large of New York Life, suffered a heart attack and is in a Birmingham, Ala., hospital. He has been with the company for nearly a generation.

L. Edmund Zacher, president of Travelers and chairman of the Hartford Red Cross war fund advisory committee, has been appointed to national war fund advisory committee. **Morgan B. Brainard**, president of Aetna Life, also is a member of the committee.

Alfred MacArthur, president Central Life of Chicago, has been named for a place on the directorate of the Chicago & Eastern Ill. Railroad, which holds its annual meeting May 12. There is no doubt of his election.

Clancy D. Connell, New York City general agent Provident Mutual Life and secretary of the National Association of Life Underwriters, has been elected a trustee of Hamilton College as alumni representative. He succeeds **Harry C. Bates**, general counsel of Metropolitan Life. As chairman of the alumni council, Mr. Connell increased the alumni fund 10-fold in six years. He is also president of the New York City Alumni Association. Mr. Connell graduated in 1912.

S. T. Whately, agency vice-president of Aetna Life, is enjoying a vacation at Everglades, Fla., and he expects to return about April 10.

Commissioner O. W. Carlson of Utah is now able to be at his office. He had a serious heart attack suffered on a trip to Idaho.

Vice-president **L. L. Graham** of Business Men's Assurance has just returned to the office after a serious illness. Working in his yard, Mr. Graham stepped on a rake and was hit in the face by the handle. Erysipelas developed and physicians expressed the opinion the infection might have proved fatal if it had not been for the use of sulfa drugs.

Charles Phillips, superintendent of agencies of Atlantic Life, has just completed a tour of Texas agencies of his company.

W. F. Winterble, director of agencies of Bankers Life of Iowa, is holding a series of conferences with managers of its Pacific Coast agencies.

Grant Taggart, California-Western States Life, Cowley, Wyo., immediate past president of the National Association of Life Underwriters, was en route from his home to Buffalo for the mid-year meeting of the N.A.L.U. when in Chicago he was notified of the death of his brother at Cody, Wyo. He turned back immediately. Formal expressions of sympathy were sent to him from the

Buffalo group. He was to have been a speaker at the Buffalo sales congress Saturday afternoon as well as taking part in the national council meeting.

Holgar Johnson, president of the Institute of Life Insurance, was prevented from going to Buffalo and giving his scheduled address before the meeting of the general agents and managers section on Thursday because Mrs. Johnson had to be taken to a hospital.

L. W. S. Chapman of the Sales Research Bureau was unable to appear and give his talk at the general agents' meeting because he was laid up with the flu.

Harry H. Hicks, Detroit, New York Life inspector of agencies in Michigan and Ohio, was honored at a luncheon given by the Grand Rapids agency in recognition of his 30th anniversary with the company. **John J. Andrews**, Grand Rapids manager, presided. **H. P. Trosper**, now with the Detroit agency, reviewed his own career in life insurance.

C. W. Schroeder, Baraboo, Wis., was honored at a luncheon in Madison, Wis., in observance of his 20th year with Equitable Society.

William H. Brock, Jr., San Francisco manager Union Central Life, one of the first of a large number of insurance men to join the San Francisco regiment of the voluntary port security force of the coast guard, has been promoted to lieutenant (j.g.).

Thomas I. Parkinson, president of Equitable Society, is en route back to the home office after a visit to the Pacific Coast agencies.

Dr. S. J. Streight, medical director of Canada Life, who has been ill for more than a month, is still unable to get about and it is expected that it will be some time before he is able to return to his office.

Harry T. Dobbins of the Nebraska "State Journal" at Lincoln, who was one of the most capable insurance news correspondents in the country, is retiring from the trade newspaper field. He becomes editor of the "State Journal." He has been the correspondent of THE NATIONAL UNDERWRITER at Lincoln since April, 1922. Mr. Dobbins will be 80 years old at his next birthday. He has been prominent as an official of the Lincoln Public Library.

DEATHS

E. F. Kempner, assistant secretary of Indianapolis Life and a member of the underwriting committee, died after two weeks illness. He recently celebrated his 25th year with the company. He was in demand as a public speaker and was particularly effective in discussing the selling of life insurance as a game or contest, illustrating his points with baseball lore, this game having been a lifetime hobby. Before going with Indianapolis Life he had been a Y.M.C.A. secretary in Indianapolis.

George S. Davies, 60, Metropolitan Life manager in Lincoln, Neb., and with that company there since 1905, died in Florida, where he had gone after doctors following an operation had pronounced his case to be incurable. He

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.
EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor.
Editors: F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.
BUSINESS DEPT.: John F. Wohlgenuth, President. Howard J. Burridge, Vice-President and Secretary. John Z. Herschede, Treasurer.

BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. E. E. Hess, Resident Mgr.

BOSTON 16, MASS.—844 Park Square Bldg., Tel. Hubbard 8696. R. E. Richman, Vice-Pres.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, W. A. Scanlon, and A. S. Cutler, Associate Managers. J. W. Atkinson, Advertising Manager.

CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. L. H. Martin, Abner

Thorp, Jr., and C. C. Crocker, Vice-Presidents. G. C. Roeding, Associate Mgr.

DALLAS 1, TEXAS—526 Wilson Bldg., Tel. Riverside 3383. F. B. Humphrey, Resident Mgr.

DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT 26, MICH.—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MINNEAPOLIS 2, MINN.—500 Northwestern Bank Bldg., Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

NEW YORK 7, N. Y.—123 William St., Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgenuth, Assistant Editor; Dorothy B. Paul, Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

SAN FRANCISCO 4, CAL.—501-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.



was one of the organizers of the Lincoln Association of Life Underwriters, several times its president, and was active in state organization work. In 1940 he was honored by a dinner attended by 175 insurance men at the completion of his 35th year with his company.

Former President of St. Louis Company Dies

Bernal L. Tatman, 70, chairman and former president of Reliable Life and Capital Town Mutual Fire of St. Louis, died from a complication of diseases at



BERNAL L. TATMAN

Jewish Hospital there. He was educated at DePauw University and was with Prudential as agent, superintendent and as a junior officer at the home office about 15 years before he helped organize Reliable Life & Accident in 1912. The name was changed in 1937. He was its first president, serv-

Executive Vice-president of Phoenix Mutual Dies



M. CLARK TERRILL

M. Clark Terrill, executive vice-president Phoenix Mutual Life, died in Hartford after a brief illness. Born at Newtown, Conn., Nov. 4, 1888, he graduated from Yale in 1909 and joined Phoenix Mutual, serving as field correspondent, agency secretary and then assistant secretary. He was promoted to secretary in 1929 and to vice-president the following year. Last January he was named executive vice-president.

ing until last July, when he became chairman of the board. He served two terms as president of the Industrial Insurers Conference.

Mr. Tatman had a reputation as a globe-trotter and was very familiar with the islands in the Southwest Pacific. His son-in-law, Maj. Henri Chomeau, now on the staff of Gen. Douglas MacArthur, formerly was assistant actuary of Reliable Life.

Rulom M. Owen, 65, since 1914 an agent of Penn Mutual Life, died in Salt Lake City. He was a former president of the life underwriters association there.

Joel H. Ewing, 48, manager of National Fidelity Life in Kansas City for five years before his retirement last June, died from a heart ailment at his home in Lexington, Mo. Prior to his connection with National Fidelity he was general agent of Security Mutual Life in Lincoln, Neb.

NEW YORK

SEEK CULLEN TO SUCCEED FARLEY

Thomas J. V. Cullen, editor of the "Spectator," has been put forward by the O'Connell organization, dominant political power in Albany county politics, as a successor to James A. Farley, New York state Democratic chairman. Mr. Cullen said the proposal to name him as Mr. Farley's successor came as a surprise and that the only statement he had to make was that if he were chosen unanimously to bring about harmony he would be happy to serve.

Mr. Cullen's political contacts with the O'Connell organization date from shortly before the 1942 gubernatorial campaign in which Senator Mead, a personal friend of Mr. Cullen, had President Roosevelt's backing against Farley's candidate, John J. Bennett, in the Democratic state convention. The O'Connell forces, like Mr. Cullen's district, were for Senator Mead.

The O'Connell organization's proposal to oust Farley is viewed in some quarters as inspired by President Roosevelt's desire to line up the important New York state delegation in support of a fourth term.

CLOSER COOPERATION SHOWN

How life underwriters and attorneys may work together harmoniously in solving problems of clients was demonstrated at a joint meeting of the League of Life Insurance Women and the Women's Bar Association. Miss Marie L. Brown, Miner agency, and Mrs. Edyth Milton, Riehle agency of Equitable Society, and Miss Esther Glantz and Miss Ruth Lewinson, attorneys, discussed the problems facing a widow. Albert Hirst, counsel New York State Association of Life Underwriters, and Stuart Monroe, attorney Equitable Society, spoke.

FAREWELL TO R. W. POPE

A farewell luncheon was tendered R. W. Pope, recently appointed manager of the accident and health department of the Employers Liability at the head office. He has been manager of the New York City office for over 20 years. L. K. Farrell, vice-president Metropolitan Life, presided.

NEW YORK CITY SALES

Sales of ordinary insurance in New York City for February, as estimated by the Sales Research Bureau and released through the New York City Life Underwriters Association were \$61,834,000 as against \$41,265,000 for February, 1943.

Phil Braniff, Editor, Publisher

Phil C. Braniff, who has been in the investment and insurance business in Tulsa, has purchased "The Investor," the insurance, banking and investment publication at Oklahoma City. He will be the editor and publisher.

CHANGES

General American Names D. R. Hoover in Detroit

David R. Hoover, head of the Hoover Insurance & Trust Service, has been appointed Detroit general agent by General American Life.

Mr. Hoover has spent most of his business career in life insurance and was a leading producer for several companies before forming his own agency a few years ago. His offices are at 1374 National Bank building. Mr. Hoover has taken an active part in association affairs and a member of several committees.



D. R. HOVER

Fritts Reliance District Manager

King C. Fritts, for the past six months with an ordinance company in Washington and before that with New England Mutual in Chattanooga, has been appointed district manager of Reliance Life for four counties with headquarters in Chattanooga, in association with John E. Gilbreath. The Gilbreath & Fritts agency, established 25 years, had previously represented Reliance Life for a long period.

E. C. Brown to West Coast Life

Earl C. Brown has been appointed San Antonio agency manager of West Coast Life, with offices at 1525 Alamo National Bank building. He started with Prudential in Louisiana, his native state, then went with American National, working up from debit man to manager, and recently resigned as manager in Birmingham, Ala., to return to Texas.

Otto Langpaap, inspector of agencies of West Coast Life, installed Mr. Brown. He also visited agencies in Fort Worth, Abilene, Tex., where he held a one-day sales conference; Lubbock, Amarillo and Denver before returning to the home office.

Franklin Life Appointments

R. J. Wetzel, Pacific Coast supervisor of Franklin Life, appointed the following general agencies in the Los Angeles area: Geo. C. Daily, La Canada; Carl M. Ellison, San Gabriel; S. Lester Guinn, Hollywood; Geo. A. Landis, Pasadena; Frank P. Wright, Santa Ana, and Harvie A. Warren, San Jose.

Mr. Wetzel opened a branch office for Franklin Life in Los Angeles Jan. 1, and is devoting his time to establishing and training general agents in southern California.

Rearranges N. E. Neb. Field

Equitable Society has rearranged the northeast Nebraska territory. C. W. Campbell, now at Wayne, goes to Fremont. His associate at Wayne, M. N. Foster, will remain there, but with added territory.

Mathews to Capitol Life

Clarence W. Mathews, for a number of years with American National, serving as manager of its industrial office at Beaumont, Tex., and more recently with Union Central Life in San Antonio, has been appointed Beaumont general agent of Capitol Life.

Capitol Names Carroll in Okla.

A. A. Carroll has been appointed general agent in Oklahoma of Capitol Life. The office in Oklahoma City had been closed for several months following the retirement of Sam M. Cowan after eight years service with the company.

Mr. Carroll has been general agent

U. S. Tax Court Defines "Contemplation of Death" in Vanderlip Estate Case

WASHINGTON—The U. S. tax court has held that the late Frank A. Vanderlip, president National City Bank, New York, transferred to trustees in 1932 insurance policies on his life aggregating \$923,868 "in contemplation of death," and that the proceeds of the policies, \$421,815, after payment of loans, are "properly includable" in Vanderlip's gross estate for purposes of the federal estate tax.

In 1932 Vanderlip, who died five years later, irrevocably assigned to City Bank, Farmers Trust Co., et al., as trustees, the life insurance policies, the proceeds of which were to be held in trust for the benefit of Mrs. Vanderlip and their descendants. All the policies were issued before the effective date of the revenue act of 1918.

Before assigning the policies Vanderlip borrowed on them \$398,898, the maximum loan value. After the assignment the trustees applied all dividends, together with maximum additional loan value created by payment of additional premiums (this item totaled \$114,539), toward payment of annual premiums and interest on policy loans. Vanderlip made up the difference between such payments and the amounts required to cover premiums and interest, his payments totaling \$183,026.

The court held that while Vanderlip's transfer of the policies to trustees was motivated solely by the decedent's desire to avoid estate taxes thereon and was not otherwise made in contemplation of death within the meaning of the revenue acts of 1926 and 1932, decedent's sole motive in making the transfer was one connected with death and not with life.

The Vanderlip estate contended that the tax does not apply retroactively to life insurance issued before the revenue act of 1918 became effective, but the tax court sees "no statutory or constitutional reason why these policies and their proceeds should not be subject to the estate tax."

It says petitioners' contention is without merit that the policies had no value at the time of transfer to trustees because of exhaustion of their loan values "and, therefore, having no value in the commercial sense at that time, their transfer cannot be considered a transfer in contemplation of death. We are concerned with values as of the time of death and not as of the time of transfer," the court continued.

Finally, the tax court overruled the contention that there is includable in the gross estate only that portion of the insurance proceeds allocable to the premiums and interest on loans paid by Vanderlip after transferring the policies to trustees. The court says: "The funds going to the payment of the premiums either came directly from the decedent or indirectly through the realization of accretions to the value of property transferred by decedent in contemplation of death which resulted from his payment of part of such premiums."

Farmers Union Joins A.L.C.

Farmers Union Life of Des Moines has been admitted to membership in the American Life Convention, increasing to 190 the total number companies. It now operates in Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.

W. R. Baker, with the Newark agency of Mutual Life of New York, will have completed 55 years with the company April 23. He started at the home office as a clerk, and after serving in several capacities in various departments for 23 years, he entered the selling field and went to the Newark agency.

of National Equity in Little Rock, Ark., for two years.

Wall Street Journal Pension Trust Story Excites Interest

Life insurance people were interested in the front page article in the "Wall Street Journal," March 23, not so much because of the contents of the story as because of the headline reading: "Pension Boom. Business Seeks to Put War Time Millions Into Retirement Projects. Tax Exemption for Old Age Funds Depends on Sanction of the U. S. Treasury. Proposals May Total 10,000."

The story reviews the developments in the pension trust field with which life insurance people are familiar. But the story is reported to have caused some disturbance among firms that are either considering pension trust plans or have perfected them and are on the point of seeking to get approval of the internal revenue bureau. Some such employers got the impression that there was such an overwhelming rush to get pension plans approved that it would be a most trying procedure for a firm and the reader may also have gotten the impression from the article that the chance of getting eventual approval is problematical.

Most experts in the field, however, are counseling employers that are sincerely interested in setting up a pension plan on a durable and non-discriminatory basis that they can proceed to do so with assurance that government approval eventually will be forthcoming either of the plan as it stands or with modifications of not too radical a nature.

The "Wall Street Journal" story hits the high spots in the pension trust movement in a somewhat excited way and a cursory reading of the article apparently caused a few employers to become mentally unsettled.

The "Wall Street Journal" states that "tax men" expect there will be 10,000 prospective pension trust plans before the end of the year. The story states that Penn Mutual Life had 38 pension projects at the beginning of 1943 and now has 68 "with a large number still on the fire."

In an article "Annuity Raids Hurt Private Enterprise," Robert P. Vanderpool, financial editor of the Chicago "Herald-American" Tuesday evening aimed a blast at corporation managements that are "feathering their own nests" in connection with annuity and pension plans. He alluded to the National Distillers Products Corp. proposed plan mainly for the benefit of employees in the higher brackets. He points out the tax saving feature of the plan and says: "The American taxpayers, according to the corporation's own statement, are paying \$700,000 this year toward retirement benefits for this concern's employees." Mr. Vanderpool also states that these plans are causing stockholders to protest.

"Insurance companies, which supply the annuities, and corporate managements (plus higher paid employees) have benefited at the expense of stockholders and the American taxpayers," Mr. Vanderpool states.

"It is our personal feeling that the development is dangerous to private enterprise."

"It will prove ammunition in the hands of those who want to upset the capitalistic system."

"It leaves stockholders disgruntled and determined not to place more of their money at the disposal of the raiders of corporate treasuries. In this way it cuts off the life blood of the private enterprise system."

"It represents a grab by those at the top, oblivious of the consequences of their greed."

This is the type of criticism that has been feared by a number of the leaders in the insurance field who have been counseling the utmost conservatism on the part of the life insurance industry toward the pension trust development.

Mutual Life Makes \$450,000 Oil Loan; Interest in Field

NEW YORK — Announcement by Mutual Life of a \$450,000 oil production loan to Stephens Brothers Petroleum Company of Oklahoma City is indicative of increasingly wider interest in this type of investment. Such loans often run to several millions of dollars, Massachusetts Mutual Life is another company which has gone into this field. These loans pay a satisfactory rate of interest and are self-amortizing. The Stephens Brothers loan for example will by its terms be liquidated by monthly amortization payments within seven and one-half years. In the event sales of oil and gas are in excess of the agreed minimum amortization is to be accelerated in proportion to the increased production.

Further interest in oil production loans may be inferred from the introduction at the recent New York legislative session of a bill, which unfortunately was not reported out by the insurance committees, to make it possible for life companies to make these loans to individuals provided certain standards were met. Much of this oil development work is done by individuals who are not in a position to set up a corporate structure because of the expense.

While no special test need be met by corporations borrowing for the production of oil, the bill to permit lending to individuals provided, in addition to the usual mortgages or deeds of trusts creating first liens on the properties, that the following requirements had to be met:

Production from the wells on which loans are made and all other wells in the same field is subject to the jurisdiction of a legally constituted state commission; the loan must be adequately secured by the quantity of recoverable oil underground determined in accordance with methods commonly accepted by geologists, the amount of the loan not to exceed 50% of the present value of the revenue to be expected from the recoverable oil; that a special geologic report be obtained for each loan substantiating the adequacy of the security and the present value of the revenue to be expected from the oil; that the bonds, mortgages or deeds of trust shall provide that enough of the revenue, during the loan's life, shall provide for payment of interest and complete liquidation of the loan by the time it matures.

The bill also provided that no company domiciled in New York state could loan more than 2% of its total admitted assets on any oil-producing property or leaseholds secured by any one mortgage or deed of trust, nor could its total investments in this type of loan exceed at any one time 5% of its total admitted assets.

POLICIES

Farm Bureau Life's New Dividend Scale for 1944

Farm Bureau Life of Columbus announced a new formula for determining policyholders' dividends payable on policies with anniversaries on May 1, 1944, and thereafter. The formula involves 3% interest assumption, but expense and mortality factors have been liberalized to conform closely to experience. This results in a greater degree of equity for all policyholders.

Higher dividends on both life and term plans at most all ages result, but lower dividends on endowment plans at many ages. While some dividends have been decreased, most policyholders will receive higher dividends. The overall

effect is approximately 20% increase in dividend distribution.

Corresponding adjustments have been made in dividends apportioned on the 3 1/2% business issued prior to September, 1939. By use of a conversion formula, greater equity has been achieved between 3% and 3 1/2%. The new dividend scale on several forms is:

Ordinary Life									
Age	Premiums		End of Year		Total				
	2	5	10	15	20	25	30	35	40
20....	1.74	2.44	3.53	4.41	5.18	68.60			
25....	1.84	2.61	2.74	4.56	5.25	71.63			
30....	2.03	2.79	3.86	4.57	5.18	73.13			
35....	2.25	2.96	3.93	4.57	5.07	74.31			
40....	2.27	2.96	3.93	4.57	5.07	74.35			
45....	3.13	3.77	4.57	5.04	5.36	85.79			
50....	4.28	4.86	5.55	5.90	6.12	103.91			
55....	6.38	6.90	7.47	7.71	7.79	139.91			
60....	9.88	10.31	10.75	10.86	10.74	201.61			
20 Payment Life									
20....	3.11	3.87	5.04	5.92	6.60	96.48			
25....	2.94	3.78	4.95	5.71	6.28	93.50			
30....	2.86	3.69	4.78	5.41	5.77	89.18			
35....	2.69	3.48	4.47	4.99	5.28	82.85			
40....	2.56	3.31	4.20	4.59	4.71	76.84			
45....	3.53	4.21	4.99	5.25	5.18	91.16			
50....	5.03	5.65	6.30	6.41	6.14	115.24			
55....	7.37	7.91	8.44	8.42	7.90	155.02			
60....	10.95	11.43	11.83	11.67	10.86	218.50			
20 Year Endowment									
20....	1.14	2.04	3.35	4.18	4.68	62.58			
25....	1.26	2.24	3.53	4.22	4.55	64.42			
30....	1.51	2.46	3.64	4.18	4.34	65.57			
35....	1.67	2.55	3.61	4.01	4.00	64.27			
40....	2.86	3.62	4.44	4.57	4.18	78.54			
55....	6.50	7.13	7.73	7.61	6.78	139.48			
Challenger F. I. Policy									
25....	9.15	9.76	10.48	10.53	10.53	194.43			
35....	9.10	9.56	9.56	9.56	9.56	180.82			
45....	9.21	9.21	9.21	9.21	9.21	174.99			
Term to Age 65									
25....	2.71	3.31	4.17	4.40	4.46	75.09			
35....	2.07	2.14	2.23	2.30	2.33	42.42			
45....	1.00	1.00	1.00	1.00	1.00	19.00			
10 Year Term									
25....	5.58	4.16	2.68	50.22			
35....	5.58	4.16	2.68	37.44			
45....	5.58	4.16	2.68	24.12			
55....	5.58	4.16	2.68	27.81			

Standard Life, Miss., Has New "Bonus" Policy

Standard Life of Mississippi announced a new 20 payment endowment at 85 with survivorship bonus and return of premiums in event of death during first 20 years. It is issued on American experience 3 1/2% table. There is a special survivorship bonus fund of \$5 for each \$1,000 set aside when each annual premium has been paid, after the first, accumulating at 3 1/2% interest to be distributed among survivors of such policies issued during the same calendar year, at the end of the 20th calendar year on a proportionate basis. Should death occur during the first 20 years from date of issue, the face amount is payable plus a return of all life premiums paid.

American Union Makes Some Changes in Policies

A rate increase affecting all but term is reflected in the new rate book of American Union of St. Joseph. Some changes were made in the types of policies available. The preferred risk and endowment age 85, continuous premium and 20-payment, are replaced by a straight ordinary life and 20-payment life. The insurance to age 60 with life income was dropped and an endowment at 65 for \$1,522 has been added which provides an income beginning at age 65.

A life expectancy and a double protection for 20 years now are available. A single premium 25-year endowment has taken the place of the single premium 30-year endowment. All rates shown in the new rate book are on non-participating basis. The following table illustrates some of these:

Age	Ord. Life		20		20		Inc. Life		Dbl. Prot.	
	Life	Pay	Life	Pay	Life	Pay	Life	Pay	Life	Pay
20	\$14.65	\$25.62	\$47.03	\$28.32	\$10.37	\$8.13				
25	16.47	27.79	47.08	32.74	11.34	8.66				
30	18.83	30.48	47.11	38.46	12.92	9.50				
35	21.99	33.54	47.67	46.91	14.78	10.97				
40	26.42	37.56	48.88	59.24	17.78	13.53				
45	32.10	42.92	51.13	...	21.39	18.37				
50	39.47	49.46	54.97	...	26.46	...				
55	49.24	57.66	61.10	...	34.64	...				
60	62.30	68.89	70.42				

MANAGERS

Proper "Tools" Help Build Agency, E. A. Crane Finds

DETROIT — Present conditions in the life field call for the utmost efficiency in agency management, E. A. Crane, Indianapolis general agent of Northwestern Mutual and N.A.L.U. trustee, told the Associated Life General Agents & Managers in his talk on "Tools I Have Found Successful." He demonstrated the booklets and files which are his "tools," some supplied by his company, others compiled by himself.

Post-war planning in life insurance should be done in each individual agency rather than by the companies or by Washington or by other groups, he declared. Essentially, it is merely an extension of present-day planning, which deserves much more attention than it gets in many agencies. General agents who ask their men to keep records and be businesslike should make sure that they set a good example.

Has Agency Planning Book

He showed his own agency planning book, with sheets for production quota, and spaces for actual production and comparison with quota, month by month; charts on the market covered by the agency, with statistics on it and how to cover it; figures on the percentage of the company's business that the agency should do; total business done by Northwestern agencies in the state and percentage to be done by his agency, etc.

The book also shows how many recruits should be added for each million of business done by the agency and analyzes in comprehensive form what the agency must do during the year.

This plan book shows, for example, that new men recruited that year did 8.4% of the agency's total in 1938, 12% in 1939, 18% in 1940 and 14% in 1941. New men added in 1939 did only .6 of 1%, 1.1% in 1940 and .6 of 1% in 1941. Figures in 1941 showed that new men added in the previous years did 55% of the business that year, which indicates that the agency has the equivalent of a complete turnover in 20 years.

"Career Book" for Recruiting

Mr. Crane uses what he terms a "Career Book" in recruiting. It contains pictures of the agency quarters, group pictures of the staff and the records of his men, but instead of using pictures of the men with their records, he substitutes pictures of the homes in which they live, which he has found much more successful. The home in which a man lives indicates more about his earning capacity than his photograph does.

As a source of recruits, he urged attention to the men honorably discharged from military service.

Sales Efficiency Improved

DALLAS—Increased sales efficiency has offset loss of manpower with production of individual salesmen up 63%, B. N. Woodson, Sales Research Bureau, declared at the management conference sponsored by the Dallas Life Managers Club. James E. Scholefield of the bureau also spoke.

Whether a partner has been taken into the business because of capital or brains, both assets can be protected by life insurance, R. B. Shields, Great National Life, Dallas, pointed out. O. Sam Cummings, Kansas City Life, Dallas, stressed the tax savings in building an estate through life insurance as compared to straight savings. L. Mortimer Buckley, New England Mutual, Houston, spoke.

Mayor Salt Lake City Speaker

Earl J. Glade, mayor of Salt Lake City, told the Utah Life Managers of some of the problems confronting the city administration and solicited the support and cooperation of the managers in bringing about certain reforms. He strongly upheld private operation of life

insurance and does not believe government ownership of so great a business will ever come.

Toledo Cashiers Hear Florian

Robert Florian, agency assistant in Toledo, O., of Aetna Life, discussed "Beneficiary Agreements" at a luncheon meeting of the Toledo Life Agency Cashiers Association.

Dern Speaks in Cincinnati

The general agent, like a captain in charge of a convoy of ships, must know the destination, where he is at all times, and how to reach the destination, A. L. Dern, vice-president and agency director of Lincoln National Life, told General Agents & Managers of Cincinnati. He urged that they check their course frequently and keep eternally at the job. He especially emphasized the value of a plan book. Recruiting, he said, basically is a job of selling and must be regularly done purposely and not accidentally. Training is a continuous process of instruction, demonstration, watching and checking.

Travis Wallace Okla. Speaker

Travis T. Wallace, president Great American Reserve, Dallas, addressed the Oklahoma General Agents & Managers Club on "Financing and Controlling the Agent."

Newark Cashiers May Dissolve

Membership of the Life Agency Cashiers Association of Newark, N. J., has been diminishing so rapidly through members being called to service that a circular letter has been sent to the remaining members as to whether new officers should be elected or the association dissolved. The organization has been in existence about three years.

Discuss Maintenance of Morale

F. F. Frisbie, Wichita superintendent of Prudential, addressed the General Agents & Managers Association there on "What's the Answer?" He discussed the proper maintenance of morale among old agents.

Town Hall Meeting in Columbus

The Columbus Life Managers & General Agents Association will hold a "town hall meeting" Monday. Taking part will be James A. Preston, sales manager Columbus Mutual Life; Frank L. Barnes, vice-president and agency director of Ohio State Life, and J. A. Hawkins, vice-president and manager of agencies of Midland Mutual. Robert J. Johnson, Bankers Life of Iowa, will be the moderator. The subject to be discussed is "Blue-printing the manager's job and time-controlling it to assure its accomplishment."

Qualities of Good Cashier Told

The Life Agency Cashiers Association of San Antonio heard A. J. Ballard, Minnesota Mutual Life general agent, outline the qualities of a good cashier. He said a cashier should be able to meet premium payers and the agents with a smile. She should be well informed as to the rate book and policies issued. He defined the cashier as a builder of good will because of the frequent contact with policyowners who call at the agency office to pay premiums or ask for information.

Extend Time for NSLI

WASHINGTON—The Veterans Administration has amended its regulations to extend from Feb. 23 to Aug. 31, 1944, the time in which service men and discharged service men may apply for reinstatement of National Service Life policies.

W. F. Hanselman, vice-president and superintendent of agencies of Union Central Life, discussed "Sales Management for Tomorrow" at a conference on post-war selling sponsored by the Cincinnati Sales Executives Council.

People Like to Buy, Hedges Tells Pittsburgh Congress

PITTSBURGH—People don't like to be sold, they like to buy; they don't like to be told, they like to tell, Herbert A. Hedges, president National Association of Life Underwriters, declared at the Pittsburgh association's annual sales congress attended by 400. As an example, he said the prospect can be brought out by asking his opinion on a familiar subject.

George A. Smith, manager Metropolitan Life, introduced three industrial debit men with outstanding records in the sale of ordinary. Max L. Shelkrot, Prudential, appeals to the ego of an industrial policyholder with the ability to pay for ordinary by telling him that he can qualify for a "higher type" of insurance, the same kind of contract which is sold to business and professional men.

Must Plan Work

Phillip Sallin, Metropolitan Life, said that the debit agent must so plan his work that he can do his routine work in sufficient time to enable him to go after ordinary. The industrial man has a tremendous advantage over the ordinary agent because his work takes him into the home day after day, he said. Mr. Sallin sells family income on the basis of the social security act.

Mr. Sallin saves time on evening calls by setting up a schedule of five calls, the prospect being impressed by the fact he has other work to do doesn't procrastinate.

Robert J. Vargo, Knights Life, said that the debit book is a source of ordinary prospects. Timing is of great importance. The agent must know when to speak and when to keep still.

N. H. Weidner, Reliance Life, vice-chairman Pennsylvania life insurance war bond drive, reported sales of \$2,587,004 in the Pittsburgh territory.

Membership Gain

Frank C. Wigginton, Bankers Life of Iowa, chairman membership committee, reported 27 100% agencies and 1,003 members compared with 964 as of the end of June.

Lawrence C. Woods, Jr., manager Woods agency of Equitable Society, chairman of the program committee, also spoke at the morning session. J. C. Sheedy, Reliance Life, was master of ceremonies.

At the afternoon session, Isaac Kibrick, New York Life, Brockton, Mass., said that he has trained himself to look for business insurance while doing his other work. He reads trade journals and keeps his eyes and ears open as to what is going on in his community. He lets the prospect tell him his problem and develops the case from information obtained in this way.

W. Rankin Furey, vice-president Berkshire Life, summed up the program. If the men in the field do a good job, companies will not go back to the former policy of taking anybody into the business after adopting a program of more careful selection, training and supervision. In order to do the best job agents must have the proper mental attitude towards life, money and life insurance; sufficient exposure; adequate prospecting and organized presentation on a simple, non-technical basis, Mr. Furey stated.

Edward M. Aiken, Woods Agency, association president, opened the congress.

Wis. Meeting June 9-10

The annual meeting and sales congress of the Wisconsin Association of Life Underwriters will be held in Manitowoc June 9-10. The local association will be host. About 400 agents are ex-

pected to attend. Headquarters will be at the Hotel Manitowoc. The committee in charge consists of Paul A. Schuette, Jr., Northwestern Mutual, Manitowoc, state president; Edward Mau, Travelers, state convention committee chairman, and W. H. Dreger, Wisconsin Life, president of the Manitowoc association.

Program for Davenport Sales Clinic Is Announced

DAVENPORT—The program for the Davenport sales clinic and educational conference April 29 has been announced by Arthur Muhs, president of the Davenport Association of Life Underwriters.

S. W. Sanford, Prudential, is general chairman and Paul Otto, Connecticut Mutual, program chairman.

Speakers will include Herbert A. Hedges, N.A.L.U. president; Robert E. Bagot, regional manager of John Hancock, St. Louis, and Arthur F. Priebe, Penn Mutual, Rockford, Ill.

In addition panel discussions will be held on programming, package selling and management problems. Charles

Kuttler, National Life of Vermont, Davenport, will lead the programming panel, assisted by Mr. Priebe. The package selling panel will be led by John T. Keating, John Hancock, Davenport, assisted by Larry Cedarburg of Milone and Allen Strohehn of Davenport. Newell C. Day, Equitable Life of Iowa, will be in charge of the management problem panel.

C. V. Shepherd of Cedar Rapids, state president, and Charles Stratton of Dubuque, are expected to attend, with delegations from both those cities and from Waterloo, Des Moines, Ottumwa, Fairfield, Burlington and Iowa City, Rockford and Galesburg, Ill.

Connecticut Congress April 21

HARTFORD—The Connecticut Association of Life Underwriters will hold its annual sales congress here April 21, in the auditorium of Connecticut Mutual Life. Malcolm MacCallum, Bridgeport general agent Connecticut Mutual, is general chairman.

To Prepare Illinois Slate

W. B. Buckley, president Illinois Association of Life Underwriters, has named a nominating committee to present a slate of officers for election at

50th Year of Service in Peace and in War!



*The State Life Insurance Company has paid \$144,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$59,000,000 in Assets for their benefit . . . A total of \$17,500,000 is invested in War Bonds and U. S. Government securities . . . Life Insurance and The State Life serve in Peace and in War.



**THE STATE LIFE
INSURANCE COMPANY**
Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

the annual meeting in Chicago April 21. F. P. Beiriger, Connecticut Mutual, Rockford, past president, is chairman.

San Francisco Congress Plans

C. H. Linford, assistant manager of Travelers in San Francisco, has been appointed executive chairman for the northern California sales congress May 18.

The northern California sales caravan and the caravan from southern California will put on their programs which are being conducted, with flexible features, in cities and towns outside of San Francisco and Los Angeles.

Wichita—Theo. Green, Massachusetts Mutual, Oklahoma City, Million Dollar Round Table member, will speak April 14 on prospecting. President Paul Jernigan, Penn Mutual, will name the nominating committee.

The March meeting covered the industrial field, with representatives of Prudential, Metropolitan, National Life & Accident and American National on the program.

Salina, Kan.—A membership campaign has just been completed, with 15 new members, bringing the total to 29.

Dean McFarland of Kansas Teachers College, Emporia, will speak at the next meeting.

Manhattan, Kan.—A round table discussion was held on "Oddities of the Life Insurance Business," in which various methods of meeting situations and solving peculiar problems in coverage were brought out.

Washington, D. C.—J. A. Barbeau, District of Columbia manager of Acacia Mutual, spoke and reported for the work of the life men on the war bond drive. Clayton Demarest, Jr., president Baltimore association, outlined the program for the Baltimore-Washington Sales Con-

ference in Baltimore, April 14. There were 18 past presidents present and President O'Donnell introduced them. A. B. Dalager, agency vice-president Equitable Society; Karl G. Gumm, assistant superintendent of agents National Life of Vermont, and Purl Ansel, Monarch Life, Baltimore, were present. President H. A. Hedges of the National Association of Life Underwriters gave the main talk. Nominated for directors are W. J. McCausland, Acacia Mutual; W. B. Rumble, Metropolitan; H. S. Hart, Travelers; Leon Katz, State Mutual; W. N. McCord, Atlantic Life; V. W. Holleman, Home Life.

Hartford—W. B. Bailey, economist of the Travelers, said he did not believe there is much danger of inflation once that reconversion had taken place. He pointed out the great need for capital in the post war world and stressed the importance of thrift and savings as a vital factor in the national welfare. J. T. McCance, co-chairman of the Connecticut State Association of Life Underwriters sales congress, outlined the program to be held in the Connecticut Mutual building in April.

Oklahoma City—Nearly 70 members heard a discussion of "Programming Estates" by Elmer C. Moore, a leading producer of New York Life in Wichita, Kan. He advocated working with the lawyer, the banker, the trust officer and all interests concerned in programming an estate, with a view of keeping the estate as free from taxation as possible and otherwise serving the best interest of the client.

Detroit—Miss Betty Benson has been appointed executive secretary, succeeding Mary Stafford, resigned.

Dayton, O.—Cornelius G. Scheid, New York Life, Cleveland, spoke Thursday.

Cleveland—Max C. Fisher, assistant secretary of Metropolitan Life and manager of the field training division, spoke on "Our Part in the Big Job."

Los Angeles—John A. Lloyd, vice-pres-

ident Union Central Life and former Ohio commissioner, spoke on "Necessity Was the Mother of This Invention."

After reviewing the history and development of insurance he said that mass selling of life insurance is here to stay, that it will supplement, but never be a substitute for individual selling, that more profit accrues to the life insurance man from the individual sale, and that the first duty of the life insurance man is to "a man." The future of life insurance is in individual selling. He declared that the working man is the greatest market in the world for life insurance.

Rock County, Wis.—Arthur E. Priebe, associate general agent of Penn Mutual, Rockford, Ill., spoke on "One Man's Idea" at a luncheon meeting in Beloit. Declaring that the successful business man must take an active interest in civic affairs, Mr. Priebe said: "If you participate in the positive and good things in community service you have established an excellent business collateral. A man who is 4% more active than the average is assured of success."

Des Moines—Adam Rosenthal, St. Louis general agent of Acacia Mutual Life, said more persons at retirement age are financially independent through life insurance than through any other form of investment. He stressed the value of visual aids in selling.

Lincoln, Neb.—Paul Cottingham, president of the Nebraska association, urged that greater efforts be made to extend membership in the state, as there are only 329 local association members, although 2,466 persons hold life insurance licenses, full-time and part-time.

He reviewed the work of the more important committees of the National associations, pointed out the great benefits derived from their activities.

Tulsa, Okla.—Frank Engle, Northwestern Mutual Life, spoke on remodeling the general methods of selling. He said that often trust officers and others outside the life insurance fraternity sense the need of adjustment to the situations sooner than the life salesman. Out of town guests included John Brock, Equitable of Iowa, and Edgar C. VanCleaf, National Life of Vermont, both of Oklahoma City.

Utah—The annual sales congress will be held at the Hotel Utah, Salt Lake, May 6. A. M. Jacobs is president of the state organization. The program will be announced shortly.

Reading, Pa.—More than \$560,000 in war bonds were sold by the association committee headed by F. M. Nice, general agent Provident Mutual. L. V. Drury, Philadelphia manager Sun Life of Canada, state life insurance war bond chairman, reported sales of \$18,000,000 in the state. Treasury citations were presented to Joseph W. Essick, general agent John Hancock, for the largest number of individual sales; Llewellyn R. Yarnell, Sun Life of Canada, as regional chairman for Berks and Lehigh counties, and to Mr. Nice, as chairman for Berks county.

Lambert O. Pursell, Aetna Life, secretary-treasurer, is joining the army, and Henry Colburn, Prudential, was appointed his successor.

Kankakee, Ill.—With an inflated balloon with food, clothing, shelter and savings printed on its surface, Frank L. Vesser, superintendent of agencies General American Life, demonstrated by releasing the air in the balloon how everything dependent on the family head's earnings may vanish into thin air unless there is sufficient life insurance.

Northern New Jersey—It was decided, upon recommendation of the agents' council of the association, to resume luncheon meetings, the first to be held on April 20. H. E. Davis, production manager of the Knight agency in New York City of Union Central Life, will speak.

AGENCY NEWS

Peoria Veterans Are Honored

E. R. Lehman, manager of Metropolitan Life in Peoria, Ill., was host to his agency force at a luncheon honoring C. C. Lichtenwalter and William Herrmann who have just completed 20 and 25 years' service, respectively, with Metropolitan. F. B. Chapman, oldest veteran in the agency, was toastmaster and inducted Mr. Lichtenwalter into the

company's veterans' organization. Mr. Lehman presented a diamond emblem to Mr. Herrmann, and a 20-year emblem to Mr. Lichtenwalter.

Gros Agency Celebrates

MEMPHIS—At a luncheon celebrating State Mutual's 100th and the Jeff Gros agency's seventh anniversary, Robert Denny, superintendent of agencies, paid tribute to the outstanding record of the Memphis office. With no pension trust business and less than \$100,000 brokerage, Mr. Gros and five agents produced \$2,850,000 on 536 lives with three agents exceeding a half-million and the low man in excess of \$300,000 paid volume. This performance placed the agency first in lives and in gain in insurance in force and second in volume for State Mutual in 1943.

Isaac Loskove was third nationally in volume and lives; Oscar Hurt, Jr., fourth in volume and seventh in lives; Lloyd Ramsey, sixth in volume and eighth in lives.

Hastie Again Recognized

The John R. Hastie agency of Mutual Life of New York in Chicago has received a certificate for agency performance in fulfilling quota objectives for the second consecutive year. Individual citations were received by Roy Graham, Harry Briscoe, Sam Bergman and Miles Vranek.

The Minneapolis offices of Fidelity Mutual Life have been moved to larger quarters on the 14th floor of the Northwestern Bank building. Arthur N. Phillips is general agent.

COMPANY MEN

John Hancock Advancements

T. Frederick Brunton has been appointed associate actuary of John Hancock. Mr. Brunton, who will celebrate his 40th anniversary of service with the company this year, has always been associated with the industrial end of the business, and 1909 to 1923 was manager of the industrial division of the actuarial department. He was appointed assistant actuary in 1923.

Archibald M. Price of the group department and W. Murdoch Stewart of the actuarial staff have been appointed assistant actuaries. Mr. Stewart has been with the company three years. He is a fellow of the Actuarial Society of America and of the American Institute of Actuaries. Mr. Price has been a member of the John Hancock group department since 1937. He is an associate of the Actuarial Society, and American Institute.

Abram T. Collier, who has been assistant counsel since 1939, has been appointed associate counsel.

Skinner with Union National

T. F. Skinner, who has been with Central Life of Fort Scott, Kan., for 20 years, has been appointed assistant secretary of Union National Life of Lincoln, Neb., succeeding H. A. Lee, who has held that position for a year and a half and who is going into military service.

Paul Bauer of Fort Wayne, for 16 years divisional manager of Lincoln National Life's mortgage loan department, has resigned, to become vice-president and treasurer of the Towle Co., Minneapolis real estate and mortgage loan firm.

Percy G. Gibson, manager of the Mutual Life at Wichita, Kan., presented a program of "Life Insurance Test Programs and Surveys" before the Wichita Advertising Club.

B-M-A for Complete Protection

B.M.A.

- Life
- Accident
- Health
- Annuities
- Hospitalization
- Group
- All-Ways



Controlled Located to
Serve the Nation
from Coast to Coast

W. T. GRANT
President

J. C. HIGDON
Executive Vice-President

BUSINESS MEN'S ASSURANCE COMPANY

KANSAS CITY, MISSOURI

You couldn't pick better spots!

IOWA
NEBRASKA

MISSOURI
ARKANSAS

General Agency openings in these splendid territories, with incentive-pay contracts!

For further information write to our Agency Dept.

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY

Life Insurance Company

Allen May, President

3207 Washington Blvd.

St. Louis 3, Missouri

LEGAL RESERVE FRATERNALS

Washington State Congress Program Announced

Program features of the annual convention of the Washington State Fraternal Congress in Seattle May 6 were announced this week by C. D. Robinson, secretary, who is fraternal supervisor of the Washington insurance department.

The meeting will be held in the A.O. U.W. of Washington building.

The National Fraternal Congress will be represented by Mrs. Grace W. McCurdy, president; and Mrs. Frances Buell Olson, past president; the state by Governor A. B. Langlie and Commissioner W. A. Sullivan; and Seattle by Mayor William F. Devin.

Contingent from Oregon

The Oregon Fraternal Congress will be represented by the president, who it is understood will be Maurice Hudson, and several other officers, together with H. S. Hudson, supreme trustee of Macca-

bees. Alfred W. Peeler, president, will preside. Mrs. Daisy B. Nash is first vice-president and probably will be elevated to president.

Maccabees Home Office Changes

J. E. Blais, special auditor of Macca-bees, has been appointed assistant head of the record audit section in the head office. Harley Ziegler succeeds him as special auditor. Mr. Blais has been with Maccabees since 1923, traveling throughout the U. S. and Canada. Mr. Ziegler has held positions in real es-

tate, investment and auditing departments.

Gleaner's 50th Anniversary

Gleaner Life started observance of its 50th year at a three day meeting of field representatives in Detroit. Harry H. Hackett, president, reported new business increased more than 21% last year and insurance in force gained \$544,000 to a total of \$38,000,000, in spite of decreased field staff due to war.

Christian Wold, supreme prelate of Royal League in Minneapolis, while at a bowling alley went into a cloak room to get a package of cigarettes, and fell through an open trap door into the basement, breaking a leg and sustaining a possible hip injury. He is in Fairview hospital at Minneapolis.

C. L. U.

CLU President to Give Addresses at Various Points

PHILADELPHIA—At a meeting of American C.L.U. Society officers, directors, committee chairmen and other keymen from New England, New York, New Jersey and Pennsylvania, a plan was proposed whereby its president, M. L. Buchanan, would visit the various C.L.U. chapters to discuss post-war problems and policies. Between April 3 and 21, he will hold conferences at centralized points.

Meetings a Joint Venture

Conferences will be held in Cleveland, April 3; Chicago, April 4; Kansas City, April 5; Omaha, April 6; Salt Lake City, April 7; Seattle, April 10; Portland, Ore., April 11; San Francisco, April 13; Los Angeles, April 14; Dallas, April 18; Memphis, April 20, and Nashville, April 21.

Following this series of conferences, a meeting will be held April 27 in Springfield, Mass. Similar conferences for chapters along the lower Atlantic seaboard, as well as for the New York

THE MACCABEES

announces —

APRIL CAMPAIGN

for

SICKNESS and ACCIDENT INSURANCE

to provide disability coverage from ages 1-60

and insurance against

Loss of Time

Hospital Expenses

Surgical Fees

THE MACCABEES

HOME OFFICE, DETROIT 2, MICHIGAN

BENEFITS PAID
\$48,009,485.93

SUPREME FOREST WOODMEN CIRCLE

DORA ALEXANDER TALLEY
President

HOME OFFICE OMAHA, NEBR.

BASIC ★ LIBERAL ★ COMPLETE

PARTICIPATING LIFE INSURANCE {Protection
Retirement

ACCIDENT—Liberal payments for fractured bones, loss of eyesight, limbs.

DISABILITY—Waiver of Premiums PLUS monthly income for life of contract.

HOSPITALIZATION—Liberal allowances for room rent, operating room, anesthetics, x-ray, and laboratory fees.

Wide choice of contracts for men, women, and children from birth. Also substandard.

FIDELITY LIFE ASSOCIATION

FULTON, ILLINOIS

Founded 1896

WE WRITE
LEGAL RESERVE LIFE INSURANCE
FOR MEN, WOMEN, AND CHILDREN

A Policy to Fit the Need—

A Rate to Fit the Purse

INQUIRIES FROM PROSPECTIVE AGENTS INVITED

STANDARD LIFE ASSOCIATION

HOME OFFICE

FOUNDED IN 1890

LAWRENCE, KANSAS

Unusual Opportunities

for Men Who Wish to Begin Today to Build Their World of Tomorrow

As a part of a forward looking post-war program, Modern Woodmen of America has a number of openings in each state for full-time District Managers—men who can produce business personally, supervise a given territory and appoint sub-Agents.

Modern Woodmen will finance men with the required qualifications—will provide an excellent territory and a tested program to assist you in building your future with a well-established sales organization.

First year commissions and renewals are liberal. Salesmen, whose lines have been discontinued because of wartime conditions; those now engaged in the insurance business who welcome greater earning possibilities; bank employees, accountants, etc., can easily qualify for this work.

In writing please give full details, education and past business experience, together with recent photograph. An interview will be arranged later.

Write to - Superintendent of Agents

Modern Woodmen of America

ROCK ISLAND, ILLINOIS



Yarns from our Spinning Wheel

What Price Have You Put on Your Partnership?

That is the 64-dollar question we have recently been asking the husbands who read the Satevepost, Time and Newsweek.

Most men carry five, ten, fifteen times as much life insurance as do their wives. Does that reflect the relative worth of each to the partnership? "Of course not" comes the obvious reply. "That's simply because the husband is the wage-earner and his family must be protected whatever happens."

Today there's another side to it. When a man goes into military service, his wife must be *both* mother and father to the children. If *she* should die, the father's insurance is of little help and, far from home, he can't help much in any other way.

But the mother's insurance *does* help, whether or not the father is in uniform. In bringing these facts to the attention of younger fathers who face induction, New England Mutual career underwriters are performing a war-time service and are developing a new source of business in the process.

New England Mutual Life Insurance Company

THE FIRST MUTUAL LIFE INSURANCE
COMPANY CHARTERED IN AMERICA • 1835

City and Newark areas, will be held later in the spring.

The trip is sponsored jointly by the American Society and American College. Presidents and committee chairmen of local chapters are being invited to the meetings. Attending the Chicago conference will be E. A. Krueger, State Life of Indiana, Indianapolis, treasurer American Society; W. S. Leighton, New York Life, Minneapolis, regional vice-president American Society; Fitzhugh Traylor, Equitable Society, Indianapolis; G. S. Brown, Penn Mutual, and J. D. Moynahan, Metropolitan, both of Chicago, past presidents American Society; Harold Berolzheimer, Northwestern University, instructor C.L.U. review course, and Neil H. Jacoby, secretary University of Chicago. R. D. Hinkle, Equitable Society, past president Chicago chapter, is arrangements chairman.

One of the objectives of the conferences is to sound out C.L.U. leaders on a project to hold an annual forum on economic and social trends; an institute at some centrally located university to tie down economic and social trends to tools of the life men's trade, and a seminar to perfect application of the knowledge thus acquired.

Buffalo C. L. U. Luncheon

A well attended C.L.U. luncheon was held Friday in Buffalo as a feature of the N.A.L.U. mid-year gathering. W. Merle Smith, Buffalo C.L.U. chapter president, presided. M. Luther Buchanan of Boston, president American Society C.L.U., gave a talk and announced that at Cleveland April 4 he is starting a three weeks swing through the country to confer with C.L.U. leaders.

John P. Williams, director of education of the American College, and Julian Myrick, 2nd vice-president Mutual Life, and chairman of the American College, also spoke. Miss Ellen Putnam of Rochester, American Society director, was seated at the head table.

Discuss Agents' Compensation

The Los Angeles C.L.U. chapter will devote its meeting March 31 to a discussion of the report of the special committee on agents' compensation, made by Chairman Walter Westcott, Equitable Society.

Observe Anniversary of College

A. R. Jaqua, associate editor of the Diamond Life Bulletins, addressed a joint luncheon meeting of the Indianapolis Association of Life Underwriters and the Indianapolis C.L.U. Thursday, in observance of the 17th anniversary of the American College. Commissioner Viehmann of Indiana, John D. Cramer, deputy, and officials of life companies with home offices in Indianapolis were guests.

Eleven New C. L. U.'s

Nine candidates, who had previously passed all C.L.U. examinations and whose experience requirements were completed as of March 21, have been awarded their C.L.U. designations this year. In addition, two holders of the certificate of proficiency became eligible to exchange this certificate for the C.L.U. diploma.

The new C.L.U.'s are:

J. Howard Ardrey, Jr., general agent Indianapolis Life, Dallas; Irvin S. Bober, brokerage supervisor, Connecticut General, New York; Robert M. Brice, Metropolitan, Orlando, Fla.; Jane S. Bristow, New York Life, Cincinnati; Maurice H. Byrne, Metropolitan, Bloomfield, N. J.; Arthur K. Cunningham, Northwestern Mutual, New York; William A. Davenny, cashier Equitable Society, Portland, Me.; Edmund Dolan, Prudential, Butte, Mont.; Anna M. Gustafson, Penn Mutual, Philadelphia; Emanuel F. Kirk, Metropolitan, Brooklyn; Fred G. Pederson, cashier Equitable Society, Rochester.

The total number of C.L.U.'s is 2220. There are in addition 75 holders of the certificate of proficiency, and 129 others, recent college graduates for the most part, who have passed all five examina-

tions, but who must complete three years of experience before designations may be awarded to them.

Hear Social Security Manager

The San Francisco C.L.U. chapter heard an official interpretation of the provisions and scope of the social security act from Charles H. Shreve, assistant manager of the field office of the Social Security Board.

Nelson Davis, Guardian Life, a director of the American Society of C.L.U. reviewed conditions as he found them on an eastern trip.

Estate Lectures in Boston

The Boston C.L.U. chapter is sponsoring a series of seven lectures by President Mayo A. Shattuck of the Massachusetts Bar Association, which began March 21, on "The Creation of Estate Plans." The lectures will cover estate, inheritance and gift taxes; insurance trusts; revocable and irrevocable trusts; relative merits of optional modes of settlement and life insurance trusts; wills and testamentary trusts, function of life insurance and annuities in estate planning, with a panel discussion for the final session.

Loder Elected in Omaha

Merle Loder, Mutual Life, N. Y., was elected secretary-treasurer of the Omaha C.L.U. chapter, succeeding William G. Fowler, now in the armed services. Plans were discussed for establishing C.L.U. examination study groups. David G. Noble, New England Mutual, and Paul V. Cottingham, Mutual Life, N. Y., were delegated to attend the regional conference of the American Society of C.L.U. in Kansas City April 5.

Farewell to Kaufmann

The Detroit C.L.U. chapter honored A. L. Kaufmann, Northwestern Mutual, for eight years instructor for Parts B, C and D of the C.L.U. course, who leaves shortly for New York to be associated with the McMillan agency of Northwestern as pension trust specialist.

Mr. Kaufmann spoke on pension trusts, discussing various plans with their merits and defects from the viewpoint of his years of experience in this field. Mr. Kaufmann completed five employees' trusts the past year and has been a close student of trust developments.

Gravengaard on Program

H. P. Gravengaard, associate editor of the Diamond Life Bulletins, addressed the Philadelphia C.L.U. chapter at a luncheon meeting last week. This was the fourth in a series on the

Individual Sales Still Main Job; Lloyd Declares

SAN FRANCISCO—While there is a definite trend toward mass selling of life insurance the real future for life agents is in individual sales, John A. Lloyd, vice-president Union Central Life, declared before the San Francisco Life Underwriters Association.

"Our job is still to insure the individual. Our job still is—and always will be—to protect the individual and his family. We will find more security for him, more profit for agents and more public benefit from the institution of life insurance in doing the individual job for the individual American and his family. Without decrying the new mode in mass selling, let me warn you that your first duty is to a man, your client, and to his family.

"Having come in contact through mass purchases with the benefits of life insurance, the American working man is going to become a great market for the individual selling of life insurance. Much of this may be done through payroll deduction plans but all of this possibility for the future grows out of the fact that life insurance is meeting industrial needs."

National Underwriter's New York Office Moving to 99 John Street

NEW YORK—The New York City editorial and business office of THE NATIONAL UNDERWRITER is moving this week to Room 1103, Insurance Company of North America building, 99 John street, New York 7. The 25-story structure, one of the newest and best designed buildings in the insurance district, houses a number of home offices, agencies and insurance organizations.

general theme of the interrelation of business and life insurance. Previously there have been talks by Isaac Kibrick, New York Life; U. S. Senator Styles Bridges and C. Preston Dawson, general agent of New England Mutual, New York. In May, Irvin Bendiner, New York Life, will talk on taxation. J. H. Reese, general agent of Penn Mutual, will wind up the series at a seminar in June on social trends as expressed in taxation, social security, employer and employee relations, and the part which life insurance can take in development of these trends which are playing so vital a role in business and social life.

Security Life and Accident Company

Home Office

DENVER, COLORADO

"An Old Line Legal Reserve Life Insurance Co."

Also Features

**NON-CANCELLABLE GUARANTEED RENEWABLE
ACCIDENT AND HEALTH CONTRACTS**

ATTRACTIVE AGENCY OPPORTUNITIES

W. LEE BALDWIN

President

86

Years of Steady Growth Makes
for Confidence in the Future

MONUMENTAL LIFE INSURANCE COMPANY

Home Office—Baltimore, Md.

Sales Ideas and Suggestions

Experts Answer Objections in Chicago Forum

Smart, snappy answers to an objection do not necessarily solve the problem, F. J. Budinger, Franklin Life, declared in opening a panel on current objections in the final session of the Saturday sales forums conducted by the Chicago Association of Life Underwriters. When objections are real and not just excuses, they are more in the nature of an expression of the prospect's conviction that he is not sufficiently sold on the program the agent is suggesting, and the life man's treatment of the objection should be with that thought in mind. The answers should contain persuasion rather than debate.

Answers "Too Busy" Alibi

Twelve well known Chicago life men gave answers to the objections that were raised by "John Q. Public" over a hidden loud speaker. The first objection was: "I am too busy now. See me later when things ease up. Right now I am up to my elbows in work. Call me next month, etc."

"It will take less than five minutes, John, to explain the purpose of my call," Thomas R. Hemmens, Penn Mutual, answered. "I will stay no longer except at your invitation. This may be the most important interview you have ever had or ever will have, for it pertains to the continuance of your business as well as the future happiness of your family. Do you know that for less than \$1 per day you can guarantee both of these things? Surely John you can spare five minutes now on such an important subject, can't you?"

Mr. Hemmens said this would be his answer to a man who said he was too busy, with whom no arrangement previously had been made for an interview. There isn't much one can say to a man who says he is busy, for probably he is telling the truth, Mr. Hemmens said. Yet it may be his method of avoiding an interview. Most successful agents, he said, have learned to conserve their time and the prospect's by first arranging for interview by telephone. The busy business man is complimented to have such courteous treatment.

Frozen Income Situation

The next objection was: "My income is frozen and I can't get a raise so I don't see how I can take on any more obligations." This was answered by Charles H. Ford, superintendent Prudential. He pointed out the government took no steps to keep a man from being promoted and receiving an increase in pay that way, and with the great expansion in practically all industries, his chances for promotion are better than ever. More problems are being placed before management than ever before and many men are being called to accept greater responsibility. Freezing or stabilization of wages and salaries is being offset by the freezing of rents and prices on clothing, food and many other necessities of life.

"Do you realize the day will come—" Mr. Ford asked, "it may be next week or five years from now—when your income will not only be frozen, it will be utterly destroyed by death. When this will occur, no one knows. One thing is certain—it will happen, and when it does, your family must not be made to suffer the loss of your income. Don't forget that when the great interrupter, Death, steps in, your family's income will not be frozen, it will be reduced. If freezing of their income were all that happened, they would be fortunate in-

deed. Perhaps a few economies on your part would make possible the setting up of this protective plan for them now."

"I am single and may be drafted so there is no use considering any insurance now," was another objection, which C. A. Fargo, brokerage manager Occidental Life of California, answered by pointing out that Uncle Sam thinks this definitely is the time to buy insurance because he recommends purchase of national service life insurance which will take care of the extra hazard of war. One of the needs for insurance is to pay in a lump sum a sufficient amount of money to liquidate one's debts, Mr. Fargo points out, and the government insurance will not do this as it is payable on an income basis.

The private life insurance will build up a reserve value that can be used as a financial backlog when the soldier or sailor gets back or as collateral for loans in later life. Then, too, this may be the last chance he will have to buy a plan of private life insurance. In the last war one out of each three men was wounded but not killed. Mr. Fargo also points out the cost will be much lower than a year or two hence. He says that going into the service for the thrifty couple is an opportunity to economize, for the wives and children can go to live with one or other of the parents, the wife can get a place in industry and almost all the husband's allowance, in some cases, can be put into an insurance program. He tells of an acquaintance who in 3½ years of service in the army, being elevated from private to sergeant, has saved \$1,400, or more money than he ever before had in any bank.

War Bond Objection

"I'm putting all my surplus income in war bonds. My company has a deduction plan."

"Because of the nature of this objection," Richard C. Frasier, Great-West Life said, "it must be handled with great care. No patriotic underwriter wishes to impede the war effort. But most men need to buy both war bonds and life insurance. This is the point to establish."

Initially he says, "Cashing in war bonds to cover expenses which could have been more effectively met by life insurance defeats the purpose of the war bond program, both for the purchaser and for our country. Adequate life insurance does not compete with war bonds but protects their ownership. As a matter of fact, were you to ask the Treasury department to answer the question 'Should I buy war bonds or life insurance, as I can't buy both?' I think they would be quick to tell you to buy life insurance."

Presents Another Side

"This is not a bit unpatriotic because life insurance companies are the largest purchasers of war bonds today. Our government is able to obtain these funds at a lower rate of interest from this source than it can from an individual. If your family has to cash your war bonds to meet expenses caused by your death and the loss of your income, the net result for your country is much the same as if you had never bought a bond. A citizen who dies and causes his family obligations to fall upon society surely is one who makes the country weak."

He then suggests a plan of low premium life insurance and buying of war bonds with the remainder of the sur-

plus. In that way the individual if he lives will have the war bonds, his family will have the bonds and his life insurance if he does not live, and his patriotic duty will be fulfilled. After the war, the bonds could be used to convert the life insurance into a retirement plan.

Question of High Prices

Another objection encountered is, "Everything is going up in price and I am having a hard enough time now." Agnes Schuette, New York Life, meets it this way:

She agrees earnestly with the prospect, then says, "But wouldn't it seem slightly advisable to consider what would happen to Mrs. Public on next March 15 if you were taken out of the picture before that date and had not even paid your annual debt to Uncle Sam? Or suppose a lesser tragedy were to come about—that of having your income cut 10% today. Would your family go on living as a family or would you permit it to disintegrate and scatter because of lack of funds? No—no such thought would enter your mind I am sure. You and your family would merely readjust yourselves and cut expenses and then go on as before with perhaps fewer luxuries."

Issue Report on Toledo Union Case of Prudential

WASHINGTON—That Prudential is engaging in unfair labor practices by refusing since April 30, 1943, to bargain collectively American Federation of Industrial & Ordinary Insurance Agents Union No. 23039, Toledo, as exclusive

representative of Prudential's industrial agents in at Toledo and Bryan, O., is concluded by R. N. Denham, trial examiner, in an intermediate report for the National Labor Relations Board.

He recommends that the company be required to cease and desist from such refusal, etc. That it be required to bargain with the union, and post notices.

In 1942 NLRB found that Prudential agents at Toledo and Bryan constituted an appropriate bargaining unit and directed that an election be held among them to determine whom they wanted to represent them in collective bargaining. In February, 1943, the union was certified by the board as such bargaining agent.

Prudential proposed that all its industrial agents in Ohio would be the only appropriate bargaining unit. The examiner found that the company last June refused to bargain with the union. That month the board decided that all the industrial agents in Ohio except those in Toledo and Bryan constituted an appropriate bargaining unit. After an election in which the International Union of Life Insurance Agents was successful, motions were filed that the Toledo unit be included in the Ohio unit. The board, however, declined to set aside certification of the union in the Toledo case. Last December the company again declined to bargain with the union, according to the examiner's finding.

Ohio National Life will open an intensive sales drive April 1, following announcement of rules and prizes for the annual April-May sales campaign. This campaign is in tribute to President T. W. Appleby.

Modern Methods of Developing Business Suggested by Number of Observers at Eastern Round Table Conference

NEW YORK—Stimulating sales in war time was the theme of the first day's meeting at the Eastern Round Table of the Life Advertisers Association. R. C. Berger, Connecticut Mutual, presiding officer, said that there are five methods of increasing sales today: Recruiting, which should be done all the time; solicitation of brokerage business; selling group insurance; persuading agents to use the sales help offered by all the companies; and stimulating the present sales organization.

Harry Gardiner, general agent of John Hancock Mutual, New York City, in his talk on "Sales Promotion for the General Agent" pointed out that only in the field of government bonds, life insurance and annuities the supply is not dwarfed by the demand. The insurance business is thus in a unique position, he said, and should not hide its light under a bushel. It should make the buying public realize that it is performing as usual in spite of manpower problems and other limitations. Real business is to be had now and equally important great good-will is to be built. "The promotion of good-will and development of today's business can be the groundwork for tomorrow's plans and tomorrow's opportunities," he stated.

Sees Bright Future for Pension Trust

Mr. Gardiner said that recruiting is important and should be a part of the daily work. He said that the establishment of pension trusts is anti-inflationary and if properly underwritten they will have a bright future. Referring to group insurance, he said that there is a tendency for employers to assume the entire premium because it is a deductible expense and is of some help to the employee whose wages are frozen.

He said that in his opinion too little

stress has been laid on the contribution of life insurance to the war effort and that the field men are not sufficiently impressed with what their own industry is doing in this respect. The agent is the one indispensable man in the insurance business and advertising managers should keep in mind the benefits to the agent each advertisement carries, he stated. He suggested that advertising be more definite and specific and cited as an example the advertising of department stores in the daily newspapers which offer definite objects to supply the needs of the public.

Developing Farm Market

A. F. Randall, Penn Mutual, conducted the panel on stimulating agents with new sales material. The practical aspects of developing the farm market were discussed by V. L. Bushnell, second vice-president of Equitable Society. He said that the farmer today has the largest net cash income he has ever enjoyed and that there is a greater restriction on his buying. He listed the six financial needs of the farmer. There are times when he needs cash immediately in order to buy at auction sales; mortgage debts, bank and equipment notes should be safeguarded; the hired man's wages should be assured; the farmer's wife, who is his business partner, should be assured of an income in event of his death; the children should be prepared to carry on the farm; and last there comes the time when the farmer "takes it easy" though he will never admit to retirement. A merchandising program to help the agent in his approach to the farmer was developed by his company, Mr. Bushnell said, and sales to farmers have increased about 300% in a year. An effort is also made in the advertising to guide the farmer

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
 CONSULTING ACTUARIES
 562 Market Street 437 S. Hill Street
 SAN FRANCISCO LOS ANGELES

ILLINOIS

DONALD F. CAMPBELL
 and
DONALD F. CAMPBELL, JR.
 Consulting Actuaries and Public Accountants
 33 Years of Service
 100 North La Salle Street, Chicago, Illinois
 Tel. State 1534

WALTER C. GREEN

Consulting Actuary
 211 W. Wacker Drive
 Chicago
 Franklin 2633

HARRY S. TRESSEL

Certified Public Accountant and
 Actuary
 10 S. La Salle St., Chicago

Associates
 M. Wolfman, F. A. I. A. Franklin 4020
 N. A. Moscovitch, A. A. I. A.
 W. H. Gillette, C. F. A.
 L. J. Lally

INDIANA

Haight, Davis & Haight, Inc.

Consulting Actuaries
 FRANK J. HAIGHT, President
 Indianapolis—Omaha

HARRY C. MARVIN

Consulting Actuary
 221 E. Ohio Street
 INDIANAPOLIS, INDIANA

NEW YORK

Established in 1885 by David Parks Fackler
FACKLER & COMPANY
 Consulting Actuaries
 1 West 49th Street New York

Consulting Actuaries
 Auditors and Accountants

Wolfe, Corcoran and Linder
 116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
 CONSULTING ACTUARY

Associate
 E. F. Higgins
 THE BOURSE PHILADELPHIA

to the county agent who is restricted in his solicitation because of gas rationing. The modern farmer is an up to date, sound business man who can be sold when approached on terms he understands, Mr. Bushnell stated.

Use of Juvenile Insurance

The use of juvenile insurance to stimulate war time sales was discussed by L. B. Hendershot, assistant director of agencies Berkshire Life. He reported that more companies are going into the juvenile field and making juvenile insurance a very definite part of their merchandising plans. It offers a real opportunity to cash-in on one of the most appealing and popular forms of financial security and protection that has ever been made available to the insurance buying public, he stated. It opens up a field of prospects which is almost inexhaustible. Statistics indicate that there are approximately 23 out of every 100 persons in the average city community between the ages of one and 10 years.

Seneca M. Gamble, agency assistant Massachusetts Mutual Life, described the new reply-and-gift plan established by his company last year which included a ration book case and food stretcher cards which offer suggestions to the housewife to make ration points go further.

The value of social security in increasing insurance sales was brought out by C. E. Yorke, Columbian National, who presented statistics showing how small social security payments actually are and how essential life insurance benefits are to the family in the moderate income bracket.

Pension Trusts Open Wide Field

L. M. Huppeler, assistant director of agencies Massachusetts Mutual, spoke on pension trusts and the wide field they offer to the intelligent underwriter. He said that a survey conducted by the National Association of Credit Men showed that 67½% of the corporations and small businesses in the country were not only unprotected as far as corporation insurance was concerned, but the majority of them had never been solicited for it. He said that many people labor under the misunderstanding that pension trust plans are only for large corporations or can be sold only by the super-salesman. Mr. Huppeler stated that it can be handled on a sound basis by the average underwriter with a reasonable amount of aid from his home office. It is the advertising man's job to interpret the plan and the needs for it.

The plan used by the State Mutual in soliciting the woman's market was described by A. F. Sisson. It consists of visual demonstration, no charts or graphs, no technical terms and a human interest appeal and is presented as security patterns styled for the woman's needs. A personal touch in the form of a hand written pre-call letter and a telephone request for an appointment has proven worth while and in the past year sales to women has increased 52%, he said, with five times as many agents selling to women as formerly did.

IN U. S. WAR SERVICE

D. W. Richards, son of R. G. Richards, Livermore & Knight, Providence, R. I., who entered the army last May, has been assigned to the adjutant general's department with headquarters company of an infantry division in Great Britain.

At the Eastern Round Table meeting of the Life Advertisers Association in New York last week President Bart Leiper announced that 41 members are in active service and more are scheduled to go within a short time.

Joe B. Thompson, former assistant to Commissioner Read of Oklahoma, was recently graduated from Leland Stanford university in the department of military administration, and is now en route to an overseas assignment.

E. K. Waters, formerly district supervisor of Business Men's Assurance

in Peoria, Ill., has been commissioned an ensign in the U.S.N.R. and is stationed at Tucson, Ariz.

J. M. Breen, who for the past 2½ years has been executive secretary of the Pennsylvania State Association of Life Underwriters with headquarters in Harrisburg, has received a commission in the naval reserve. He is a lawyer.

Two of those featured at the Buffalo sales congress last Saturday are preparing for army service in the very near future. Tower C. Snow, general agent at Buffalo for Penn Mutual Life and the presiding officer at the afternoon session of the sales congress, has been accepted for military duty and is awaiting call and Fred H. White, Connecticut Mutual agent who took the place of Grant Taggart on the program, likewise will be inducted within a few days.

W. A. Arnold, II, general agent at Harrisburg for Penn Mutual Life, has received a commission in the naval reserve and expects to be called for active duty in the very near future.

Some of the home office publicity and advertising men of Hartford companies will soon be inducted into the government service. W. L. Camp, Connecticut Mutual Life, expects soon to go into the army. Roger Dickinson of Phoenix Mutual will succeed Mr. Camp as chairman of publicity of the Connecticut State Life Underwriters Association. Russell Noyes, Phoenix Mutual Life, will soon be called into the army.

The Aetna Life group will send into the service soon: L. S. Coleman to the navy, John Luther, James Mitchell and A. J. Garatti to the army.

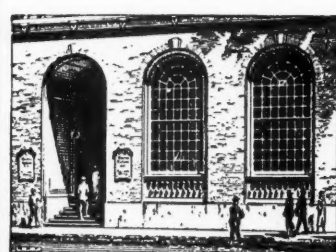
Lt. Melvin M. Miller, formerly with the home office of Farmers & Bankers Life, is back from the South Pacific, where he had participated in 54 offensive missions over Jap bases, serving on both Liberators and Fortresses.

John and Fred Dyer, formerly with the St. Louis agency of Columbian National Life, have been promoted from ensigns to lieutenants (j.g.) in the navy. They are sons of the late George L. Dyer, for many years the company's general agent there.

Winslow S. Cobb, Jr., general agent for Connecticut Mutual at Boston, has been commissioned a second lieutenant in the marine corps and is assigned to Quantico for preliminary training. Mr. Cobb becomes the fourteenth Connecticut Mutual general agent to enter the armed services.

Mr. Cobb's agency will be run by a committee of agency members. Seven of the general agents have appointed managers to conduct the affairs of the agency in their absence and the balance are being handled directly by the company.

Aubrey Peters, agency director of New York Life in the Bankers building, Chicago, leaves this week, being inducted into the navy. He is one of the top agency directors in the city. He was in his present position since 1941. He started with the Clearing



The Boston Mutual Life Insurance Co.

Fifty-second Year of Service to the People of New England.
 A Company of High Character and Standing.

JAY R. BENTON, President

Home Office, BOSTON, MASS.

House branch of the company in Chicago in 1927, then he became an agent in 1931 and was in the Top Club for nine years.

ACCIDENT

Social Security Board Seeks New A. & H. Data

WASHINGTON—The Social Security Board, through its consultant, Prof. Ralph H. Blanchard of Columbia University, is sending a supplementary questionnaire to 258 accident and health insurers that filed completed general questionnaires in response to its first inquiries. These carriers, the board said, probably write more than 90% of the accident and health premiums.

In preparing the second questionnaire, representatives of the "principal organizations of accident and health carriers" were consulted, and in particular the Bureau of Personal Accident & Health Underwriters and Health & Accident Underwriters Conference.

The board stated that as soon as replies have been received to this questionnaire, tabulation and analysis of the experience will be undertaken.

Professor Blanchard says that in examining reports previously submitted, "several problems have come up which require additional information."

The new questionnaire asks whether expenses other than underwriting and claim expense were included in total expenses paid, information in certain taxes, licenses and fees paid and the increases or decreases in reserves for such taxes, etc.; also whether expense of handling claims or other services was included in "acquisition expense."

Reports are asked on reserves for expenses for 1937-42; increase in reserves for total expenses and for acquisition expenses; total claim expenses paid in that period, and increases or decreases in reserves for such expenses.

The carriers are asked whether the data in both questionnaires relate only to business written in the United States or its territorial possessions.

The new information is to be broken down for the various classes of business written as in the original questionnaire.

Bankers National Life's Plans for New Program

President Ralph R. Lounsbury of Bankers National Life, in commenting on the introduction of the health and accident department in the company, states that in all likelihood it will not get in operation before July 1. He said that it is its intention, however, to enter this field and naturally its first requisite is to secure the right man to take charge of all phases of the business except production.

For the present he stated that it is the intention to limit itself to two forms. One will be a health and accident policy, the other an accident-only policy. These contracts will be designed for sale to selected prospects of the same general character as now comprise the life insurance end of its business. The average life policy last year was for a face amount of \$4,095. That indicates the type and financial standing of the people that it is insuring. President Lounsbury is anxious to offer complete personal coverage at premiums which will be adequate to meet all legitimate claims promptly.

New R. I. Survivorship Bill

PROVIDENCE, R. I.—A Rhode Island senate bill provides that where insured and beneficiary under a life or accident policy have died and there is no sufficient evidence that they have died otherwise than simultaneously the proceeds of the policy shall be distributed as if the insured had survived the beneficiary.



W. J. (BILL) SMYTH

Born in New York City on March 2, 1898. Attended Peekskill Military Academy and Fordham. Single (at the moment); one son. Has always been a salesman; for paper-box manufacturer, for The Spectator Co., Insurance broker. Came with The National Underwriter Company October 4, 1926, and has traveled all of United States and Canada.

Bill is the best story-teller in the Company; particularly good with dialect stories. Friendly, knows his line of Life, Fire and Casualty Accident and Health Services. Works closely with customers and always helpful in counsel and understanding.

← This man covers this territory →

for The Diamond Life Bulletins. He is a good man in good territory. If you are now a subscriber to D. L. B., he will help you get the most use from your Service; if you aren't a subscriber—let him show you why you should be.



All of these gentlemen have been subscribers for more than 5 years; from 5-25 years

Adams, W. B. John Hancock—Up. Darby
Albright H. W. Penn Mut.—Albany
Allen, P. T. N. W. Mut.—Buffalo
Anwyll, J. G. Phoenix Mut.—Buffalo
Austin, G. V. Aetna—Brooklyn
Baker, W. A., Jr. Mass. Mut.—Albany
Bankers Life Co. Buffalo
Bankers National. Montclair
Bankers National. Montclair, N. J.
Barnes, W. O. Wash. Natl.—Newark
Barnhurst, H. G. Prov. Mut.—Syracuse
Barres, O. M. N. W. Mut.—Bethlehem
Batty, H. C. Prudential—Rochester
Batty, N. C. Prudential—Syracuse
Baxter, H. H. State Mut.—Rochester
Bay, M. E. Guardian Life—Newark
Becker, C. W. N. Y. Life—Trenton
Beers, W. H. New Eng. Mut.—Rochester
Beesley, E. L. State Mut.—Trenton
Benscoter, R. D. Prov. Mut.—Wilks-Bar.
Bitzer, C. L. Mass. Mut.—Harrisburg
Blackie, E. M. London Life—Toronto
Blackman, J. H. Mut. N. Y.—Scranton
Blossom, W. L. Conn. Mut.—Erie
Bond, P. V. G. West Life—Toronto
Breckenridge, S. G. Bankers Ia.—Har'sbrg
Briant, L. D. Aetna—Yonkers
Brown, J. M. London Life—Montreal
Buck, W. S. Conn. Mut.—Scranton
Bull, L. M. N. W. Mut.—Poughkeepsie
Burns, L. J. Union Cent.—Buffalo
Campbell, R. W. Fidel. Mut.—Altoona
Canada Life Assur. Toronto
Carlucci, F. Conn. Mut.—Wilks-Bar.
Carlucci, F. Conn. Mut.—Scranton
Carman, E. J. Metrop.—Brooklyn
Casey, R. J. John Hancock—Mt. Vernon
Chace, G. M. Prudential—Newark
Christman, H. T. Equ. N. Y.—Wilks-Bar.
Churchill, A. T. Phoen. Mut.—Syracuse
Churchill, A. T. Phoen. Mut.—Rochester
Clarke, H. E. N. W. Mut.—Westfield
Clayton, J. E. Mass. Mut.—Newark
Clyne, J. H. Phoen. Mut.—Albany
Colton, C. M. Penn. Mut.—Rochester
Connecticut General. Albany
Connecticut General. Binghamton
Connecticut General. Buffalo
Connecticut General. Newark
Connecticut General. Rochester
Connecticut General. Syracuse
Connell, D. F. Dominion Life—Toronto
Conrad, F. H. Equit. N. Y.—Johnstown
Conway, P. H. John Hancock—Syracuse
Cottle, Stan. Manuf. Life—Toronto
Craig, W. A. Metrop.—Niagara Falls
Croford, M. S. Excelsior—Toronto
Dailey, H. R. Mut. Life, N. Y.—Elmira
Danvin, H. W. Union Mut.—Rochester
Day, L. Mutual Benefit—Newark
DeForest, J. W. Aetna Life—Buffalo
Derr, A. G. Aetna Life—Newark

Dickstein, M. Crown Life—Montreal
Dobbs, H. J. Conn. Mut.—Watertown
Dodds, Hector. N. W. Mut.—Binghamton
Donaldson, G. H. Toronto
Douglas, J. N. State Mut. Life—Utica
Earl, C. V. Sun Life—Canada—Toronto
Earley, E. H. N. W. Mut.—Brooklyn
Egenolf, C. A. Prudent—New Rochelle
Elliott, C. S. Travelers—Buffalo
Emerick, J. L. Equit. of Ia.—Albany
Equitable of Iowa. Syracuse, N. Y.
Erickson, E. R. John Hancock—Buffalo
Essenbarg, G. J. Travelers—Tonawanda
Essick & Barr. John Hancock—Reading
Evans, R. B. Colonial—Jersey City
Files, H. M. N. W. Mut.—Syracuse
Fithian, J. H. Protec. Serv.—Bridgeton
Fockler, S. R. Mut.—N. Y.—Syracuse
Fox, W. A. Mutual Trust—Elizabeth
Francis, G. L. Gr. West—Toronto
Frey, C. J. Mut. Life of N. Y.—Erie
Fritz, C. L. Acacia Mutual—Newark
Frymire, E. S. Mut. N. Y.—Williamsport
Gale, E. W. Mass. Mut.—Wilks-Barre
Gehrke, A. H. Union Central—Elmira
Gettings, E. R. N. W. Mutual—Albany
Gilbert, I. M. Crown Life—Toronto
Giffether, C. H. Union Central—Elmira
Gillis, A. F. Prov. Mutual—Newark
Girner, C. D. Phoen. Mut.—Brooklyn
Graham, J. H. C. Lond. Life—London, Ont.
Guardian Life Co. Buffalo
Hamilton, F. Metrop.—Bronxville
Hanson, A. E. Farmers—Syracuse
Harrison, Lloyd. Phoen. Mut.—Newark
Hartman, G. E. Prudential—Williamsport
Hartman, T. E. New Eng. Mut.—Newark
Hassard, E. S. Home Life—Rochester
Heinkamp, J. W. N. W. Mut.—Trenton
Henry, C. F. Metrop.—Millvale
Herbey, E. H. Prudential—Ambridge
Hinkley, C. A. New Eng. Mut.—Buffalo
Hofmayer, F. P. Penn. Mut.—Paterson
Horton, Lester. Home Life—Newark
Imperial Life Assur. Co. Toronto
Jackson, A. W. Mut. N. Y.—Jamestown
Johnson, B. S. Nat. of Vt.—Rochester
Johnson, Howard. Prov. Mut.—New Castle
Joyce, C. F. Co. U. S. Life—Buffalo
Joyce, S. N. Metrop.—Pottsville
Josephson, H. D. Mut. Ben.—Brooklyn
Jule, J. M. John Hancock—Brooklyn
Kachele, Gus. N. Y. Life—Reading
Kee, W. H. Mut. Life N. Y.—Brooklyn
Kenyon, S. N. N. W. Mutual—Utica
Ketcheson, D. V. N. Am.—Petersboro
King, O. A. John Hancock—Trenton
Klug, A. J. John Hancock—Rochester
Korb, N. R. Conn. Mutual—York
Korb, N. R. Conn. Mutual—Harrisburg
Kroemer, R. H. Equit. N. Y.—Rochester
Kuder, L. J. Travelers—Greenville

Kull, J. H. Phoenix Mutual—E. Orange
Langford, R. H. Mut. Life—Albany
Lantz, F. L. Mass. Mut.—E. Stroudsburg
Lark, J. E. Security Mutual—Sunbury
Lauer, R. G. Equit. Ia.—Williamsport
Letts, J. J. Union Mut. Life—Buffalo
Lewis, Gibson. Mass. Mut.—Brooklyn
Lieberich, F. Jr. State Mut.—Newark
Lincoln, E. E. N. W. Mut.—Rochester
Lonergan, H. N. Aetna Life—Albany
Lumb, F. A. New Eng. Mut.—Harrisburg
Lyons, L. F. N. Y. Life—Buffalo
Lyons, J. P. Manuf. Life—Toronto
Mable, F. L. Secur. Mut.—Binghamton
Manthe, H. S. Mut. Life N. Y.—Newark
Maulfair, R. M. Equit. N. Y.—Reading
Mazza, A. P. Ohio State—Harrisburg
McChesney, F. M. Berkshire—Rochester
McClure Bros. Conn. Gen.—Lancaster
McMillan, Wallace. Manuf. Life—Toronto
Mellor, W. H. Metrop.—Binghamton
Merrill, F. A. G. State Mut.—Buffalo
Metropolitan Life. Toronto
Metzner, E. R. N. Y. Life—Johnstown
Miller, R. H. Aetna Life—Scranton
Minuskin, L. Home Life—Paterson
Missimer, W. C. Nat. Life Vt.—Erie
Morphy, D. W. Empire Life—Kingston
Morris, H. A. Metropolitan—Pittston
Moskowitz & Ainbinder. Newark
Murdoch, W. E. Fidelity Mut.—Elmira
Murray, J. J. Dominion Life—Waterloo
Mutual Benefit Life. Newark
Mutual Life Assur. Waterloo, Ont.
Neiderer, F. I. Mut. N. Y.—Harrisburg
O'Brien, J. B. Berkshire—Albany
Ogelsby, B. M. Prov. Mut.—Harrisburg
Olewine, Harry. Hazelton, Pa.
O'Reilly, J. H. John Hancock—Passaic
Osborne, E. V. Berkshire—Syracuse
Peck, C. S. Prov. Mut.—Allentown
Perkins, E. H. Prov. Mutual—Albany
Powell, Conroy. Manuf. Life—Montreal
Quinn, D. J. Prudential—Brooklyn
Ramsay, J. A. Conn. Mut.—Newark
Rasmussen, H. O. Penn. Mut.—Newark
Reading Agcy. Prov. Mut.—Reading
Reem, G. M. Guardian Life—Rochester
Reliance Life. Johnstown
Reynolds, G. K. N. W. Mut.—Lancaster
Rice, P. B. Equit. of Ia.—Harrisburg
Rider, I. M. Prudential—Reading
Roberts, D. L. Mut. Ben.—Rochester
Robertson, W. R. Mass. Mutual—Syracuse
Rowe, John B. Aetna Life—Rochester
Rowley & Talbot. N. W. Mut.—Newark
Russell, J. C. John Hancock—Syracuse

Saperstein, Sam'l. Prudential—Union City
Sasse, W. W. Mutual Life N. Y.—Kane
Schaff, C. H. Mass. Mut.—Rochester
Schaeffer, E. H. Fid. Mut.—Harrisburg
Schultz, C. F. Metrop.—Buffalo
Scott, J. S. Pro. Mut.—Buffalo
Scott, W. F. Penn. Mut.—Somerville
Scott, W. H. Mut. Life Can.—Toronto
Seidenglanz, J. G. Penn. Mut.—Trenton
Shaffer, E. W. Penn. Mut.—Syracuse
Shaw, C. P. Mass. Mut.—Ridgewood
Smith, A. E. Prudential—Pottstown
Smith, J. F. Sun Life—Can.—Hamilton
Smith, W. F. Continental—Toronto
Smith, W. M. Mut. Life N. Y.—Buffalo
Snyder, P. C. State Mut.—Harrisburg
Stanford, V. S. N. Y. Life—Binghamton
Stanton, K. Y. Sun Life—Can.—Montreal
Stark, W. B. Home Life—Syracuse
Stead, K. R. N. W. Mutual—Norwich
Stewart, H. W. N. Y. Life—Schenectady
Sun Life of Canada. Montreal
Terbush & Powell. Travelers—Sch'tady
Tiffany, W. S. Prudential—Harrisburg
Titlow, J. A. Mut. N. Y.—Bethlehem
Toohey, F. J. Aetna—Williamsport
Tornow, F. N. N. W. Mut.—Buffalo
Touhey, H. M. Prov. Mutual—Geneva
Towson, H. E. Metrop.—Lancaster
Travelers Ins. Co. Albany, N. Y.
Travelers Ins. Co. Brooklyn, N. Y.
Travelers Ins. Co. Buffalo, N. Y.
Travelers Ins. Co. Erie, Pa.
Travelers Ins. Co. Hamilton, Ont.
Travelers Ins. Co. Newark, N. J.
Travelers Ins. Co. Ottawa, Ont.
Travelers Ins. Co. Quebec, Que.
Travelers Ins. Co. Reading, Pa.
Travelers Ins. Co. Rochester, N. Y.
Travelers Ins. Co. Syracuse, N. Y.
Travelers Ins. Co. Toronto, Ont.
Travelers Ins. Co. Yonkers, N. Y.
Tripp, A. F. N. Y. Life—Harrisburg
Van Vliet, E. N. Prudential—Newark
Votaw, C. A. N. W. Mutual—Scranton
Wall, A. E. Confed. Life—Toronto
Warshauer, Jack. Guard. Life—Brooklyn
Wenner, F. H. Conn. Mut.—Utica
Wickes, H. P. New Eng. Mut.—Syracuse
White, E. D. N. Y. Life—Fullerton
Williams, W. F. N. W. Mut.—Meadville
Williamsburg Agcy. Travel.—Brooklyn
Wilson, A. P. Metropolitan—Woodbury
Wilson, D. O. Mass. Mut.—Binghamton
Wilson, M. O. Mass. Mut.—Binghamton
Wright, B. R. Sun Life—Canada—Newark
Yago, E. W. Mut. Life N. Y.—Rochester

The Diamond Life Bulletins, 420 East Fourth St., Cincinnati 2, Ohio

This advertisement is appearing in current Banking publications:

MORE BUREAUCRACY IS UNNECESSARY IN THE FARM MORTGAGE BUSINESS . . .

Now you can do something about Government competition by joining with the Equitable Society in service to Farmers on the NEW

APPROVED MORTGAGE PLAN

YOU CAN GIVE YOUR CUSTOMERS the best farm loan on the market today.
Nowhere else can they get all these desirable features:

1. The Farm Income Privilege — the right to pay off any amount at any time from farm income. This money saving provision is written into the loan agreement.
2. The Prepayment Reserve Plan — the privilege of laying away extra funds *at full interest saving* to pay interest and principal instalments when conditions are unfavorable.
3. Tailor-made Loan Plans — amortized loans for 20 to 40 years and straight term loans for 5 to 15 years — fitted to the needs of the individual borrower.
4. Four Percent Interest Rate — net to the borrower, no fees and no commissions. The borrower's only expense is for continuing the abstract and recording the papers.
5. Quick Service — approval can be given in 3 or 4 days. There is no red tape.

YOU CAN INVEST YOUR BANK'S MONEY in the loan for the first two years and have a definite agreement from the Equitable Society to take it over at the end of two years, or earlier on 30 days' notice.

YOU GET HELP IN SOLICITING LOANS and free appraisal service.

THE EQUITABLE SOCIETY IS THE FIRST TO OFFER THIS SERVICE TO BANKS . . . another example of the Leadership which gave Farmers The Farm Income Privilege, The Prepayment Reserve Plan and loans for 40 years at 4 per cent. YOUR BANK WILL PROFIT BY BEING IDENTIFIED WITH THE LEADER IN THE FARM LOAN FIELD.

The Equitable Society is well equipped to handle business in parts of Ohio, Indiana, Illinois, Wisconsin, Iowa, Missouri, Oklahoma, Kansas, Nebraska, South Dakota, Minnesota, Oregon, Washington, Utah and Idaho. Extension will be made to other areas as conditions permit.

For further information on the APPROVED MORTGAGE PLAN you are invited to write

Thomas I. Parkinson, President

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

393 Seventh Avenue, New York City 1, New York